**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU of New Mexico |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| 87114, 87113, 87122, 87111, 87109, 87107, 87120, 87104, 87110 87112, 87123, 87108, 87106, 87102, 87104, 87105, 87121, 87120 |

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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| msandoval@aclu-nm.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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| **Subject line \*\***  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Help strengthen Albuquerque as an immigrant-friendly city |

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| **Pre-header Text \*\***  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| Demand that Albuquerque City Councilors pass Resolution 18-7 |

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| **Side Box Content (Action & Event format only)** |
| Don’t let Albuquerque City Councilors divide Albuquerque families  Action button: Contact Albuquerque City Councilors today! |

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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/send-message/strengthen-albuquerque-immigrant-friendly-city> |

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| **Email Body Content \*\***  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand-alone. Remember, people scan their emails, and if there is one thing you want your recipient to notice, it is your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| Dear \_,  Our community has been fighting against Trump’s immigration policies that have created a machine of human misery for immigrant communities since he took office. On April 16 at 5pm, the Albuquerque City Council will consider Resolution 18-7, which would allow Albuquerque to continue our fight against Trump’s deportation agenda and ensure that we are not complicit in the enforcement of federal deportation programs.  **Resolution 18-7 passed the Finance and Government Operations Committee with the support of hundreds of Albuquerque residents and will now be heard in front of the full City Council. Help us strengthen Albuquerque as an immigrant-friendly community by emailing Albuquerque City Councilors** **to let them know you support Resolution 18-7.**  In Albuquerque, we have fought back locally for over a decade against federal deportation programs that fuel racial profiling, trample on our civil rights, and lead to devastating family separation. We will not let Trump and Sessions bully our local governments into cooperating with their draconian detention and deportation agenda.  With your support, the City of Albuquerque will continue to be a place that welcomes all people. Thank you for reaffirming the dignity of all Albuquerque residents.  In solidarity,  Ana Moran  field organizer |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
| I just demanded @abqcitycouncil pass R-18-7 to make Albuquerque the immigrant-friendly city we all deserve! Join me to ensure Albuquerque is a welcoming city to all people! |