**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 \*\*** | Vermont |

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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.) |
| 05201, 05262, 05257, 05250, 05255, 05254, 05340, 05152, 05253, 05251, 05739, 05773, 05742, 05777, 05759, 05738, 05730, 05758, 05359, 05301, 05358, 05342 |

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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.** |
| [namador@acluvt.org](mailto:namador@acluvt.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.” |
| Join Smart Justice this summer w/ ACLU of Vermont |

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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. |
| Volunteer training in Bennington 6/30 |

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| **Side Box Content (Action & Event format only)** |
| Summer Volunteer Orientation Saturday, June 30th 10:00am – 12:00pm  St. Peter’s Episcopal Church  200 Pleasant Street  Bennington, VT 05201  Register for more information & location  [Register] |

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| **Hyperlinks for email message \*\*** |
| [Link to Registration Form] |

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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. |
| **Bennington Volunteer Training**  Are you a passionate supporter of civil rights and civil liberties?  Are you ready to join the movement to end shameful racial disparities in our criminal justice system and reduce the number of people in our prisons? The ACLU of Vermont needs your help this summer to launch a grassroots effort to educate members of the public on the impacts of mass incarceration and hold elected officials accountable to goals for reform.  **Become a volunteer**. Join our upcoming orientation to learn more about our current work and how you can be involved. No regular time commitment, special skills or experience required. We’ll train you on everything you need to know, and you can sign up for any of the opportunities that work for your interests and your schedule.  Our next summer volunteer orientation will be held in Bennington on Saturday, June 30th from 10:00 am -12:00 pm.  Register today!  At this orientation, we’ll cover:   * Information on the ACLU: Who we are & what we do * Current issues and campaigns, including our Smart Justice campaign for criminal justice reform * How to talk to others about the need to reduce the number of people in our prisons * Our summer goals and opportunities * Volunteer roles and expectations * Q & A   If you have any questions ahead of time, please contact our Community Organizer, Nico Amador, [namador@acluvt.org](mailto:namador@acluvt.org), 802-223-6304x116  Thank you for being a part of this important work! |

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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:** |
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