**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Idaho |

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| **Mailing Date:** | 2/1/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| Jeremy Woodson [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  Kathy Griesmyer [kgriesmyer@acluidaho.org](mailto:kgriesmyer@acluidaho.org) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| Images attached  Please use a stock image  No image |

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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.” |
| Tell Idaho Lawmakers To Oppose HB 419: Anti-Sharia Law Bill |

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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. |
| HB 419 (commonly known as the anti-Sharia law bill), or “American and Idaho Laws for Idaho Courts,” purports to regulate Idaho courts’ use and recognition of foreign law, but is rooted in the unfounded idea that Muslims seek to impose Islamic law in U.S. courts and it spreads anti-Muslim sentiment. Contact the House State Affairs committee and tell them to vote against this legislation. |

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| **Side Box Content**  Remove side box  Include side box |
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| **Hyperlinks for email message** |
| https://legislature.idaho.gov/sessioninfo/2018/legislation/H0419/  https://www.acluidaho.org/en/publications/oppose-hb-419-anti-sharia-law-bill  https://www.facebook.com/ACLUIdaho/  https://www.instagram.com/acluidaho/?hl=en  https://twitter.com/acluidaho |

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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's one thing you want your recipient to pick up on, it's 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. |
| For the third year in a row Rep. Redman (R-Athol) has introduced a “foreign law bill” with the intent to target only one religious group—people of the Muslim Faith. Make no mistake: even though [HB 419](https://legislature.idaho.gov/sessioninfo/2018/legislation/H0419/) (commonly known as the anti-Sharia law bill) uses coded language and avoids direct reference to Islamic Sharia law, it is motivated by an unfounded concern being perpetuated across the country that Sharia law is taking over our courts. However, there is no evidence of this taking place and the First Amendment already prohibits U.S. courts from imposing religious law as civil law. In other words, the anti-Sharia law bill is a solution in search of a problem.  Beyond its discriminatory intent, HB 419 also has the potential to create significant unintended consequences in the everyday lives of Idahoans who marry abroad, file for divorce, adopt children from overseas, or conduct other family matters that involve foreign or international law. It will also be bad for our economy, driving away multinational corporations that might otherwise settle or conduct business in our state.  Below you’ll find contact information for members of the House State Affairs Committee, the committee that will be voting on HB 419 during a soon-to-be-scheduled hearing. Call or email the committee and tell them to vote against this heinous and unnecessary bill. We have put together messaging points that can be used to guide discussions with lawmakers in encouraging them to oppose this legislation. You can find those messaging points [here](https://www.acluidaho.org/en/publications/oppose-hb-419-anti-sharia-law-bill).  **Do you follow the ACLU of Idaho? Once scheduled, we’ll be announcing the date time and location of the bill hearing via social media.**  [ACLU of Idaho Facebook](https://www.facebook.com/ACLUIdaho/)  [ACLU of Idaho Twitter](https://twitter.com/acluidaho)  [ACLU of Idaho Instagram](https://www.instagram.com/acluidaho/?hl=en)  [House State Affairs Committee](https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HSTA/)  Rep. Thomas F. Loertscher, Chair  District 32  Statehouse (208) 332-1183 (Session Only)  [tloertscher@house.idaho.gov](mailto:tloertscher@house.idaho.gov)  Rep. Jason A. Monks, Vice Chair  District 22  Statehouse (208) 332-1036 (Session Only)  [jmonks@house.idaho.gov](mailto:jmonks@house.idaho.gov)  Rep. Lynn M. Luker  District 15  Statehouse (208) 332-1039 (Session Only)  [lluker@house.idaho.gov](mailto:lluker@house.idaho.gov)  Rep. Brent J. Crane  District 13  Statehouse (208) 332-1058 (Session Only)  [bcrane@house.idaho.gov](mailto:bcrane@house.idaho.gov)  Rep. Joe Palmer  District 20  Statehouse (208) 332-1062 (Session Only)  [jpalmer@house.idaho.gov](mailto:jpalmer@house.idaho.gov)  Rep. Vito Barbieri  District 2  Statehouse (208) 332-1177 (Session Only)  [vbar@house.idaho.gov](mailto:vbar@house.idaho.gov)  Rep. James Holtzclaw  District 20  Statehouse (208) 332-1041 (Session Only)  [jholtzclaw@house.idaho.gov](mailto:jholtzclaw@house.idaho.gov)  Rep. Steven Harris  District 21  Statehouse (208) 332-1043 (Session Only)  [sharris@house.idaho.gov](mailto:sharris@house.idaho.gov)  Rep. Randy Armstrong  District 28  Statehouse (208) 332-1046 (Session Only)  [armstrong@house.idaho.gov](mailto:armstrong@house.idaho.gov)  Rep. Priscilla Giddings  District 7  Statehouse (208) 332-1033 (Session Only)  [pgiddings@house.idaho.gov](mailto:pgiddings@house.idaho.gov)  Rep. Dustin Manwaring  District 29  Statehouse (208) 332-1079 (Session Only)  [dmanwaring@house.idaho.gov](mailto:dmanwaring@house.idaho.gov)  Rep. Christy Zito  District 23  Statehouse (208) 332-1181 (Session Only)  [czito@house.idaho.gov](mailto:czito@house.idaho.gov)  Rep. Heather Scott  District 1  Statehouse (208) 332-1190 (Session Only)  [hscott@house.idaho.gov](mailto:hscott@house.idaho.gov)  Rep. Elaine Smith  District 29  Statehouse (208) 332-1031 (Session Only)  [esmith@house.idaho.gov](mailto:esmith@house.idaho.gov)  Rep. Paulette E. Jordan  District 5  Statehouse (208) 332-1175 (Session Only)  [pjordan@house.idaho.gov](mailto:pjordan@house.idaho.gov) |

**ADVOCACY ALERT SET-UP**

By default all alerts will be restricted to the affiliate’s state.

By default each legislator will be contacted only by their own constituents, unless specified otherwise.

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| **Alert Type** |
| **Email Alert  Call Alert**  Email alerts allow constituents to send an email message to the target(s). Call alerts ask constituents to call the target(s) you specify and provide feedback. |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  Provide alert targets at least 24 hours in advance. If your alert is on a federal issue or targets federal legislators you must coordinate with national via [federalalert@aclu.org](mailto:federalalert@aclu.org). | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** |  |

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| **Alert Headline:** |  |

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| **Publish:** |  | **Expire:** |  |

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| **Alert Landing page**  This content will appear above the alert form. It should be a brief summary of the alert with a clear, compelling call to action. |
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| **Alert subject lines**  **You can create up to 6 subject lines that will be randomly applied to the message to your targets. We recommend using at least 2 or 3 subject lines.**  **Do not allow constituents to modify** |
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| **Advocacy type by legislature’s issue (select only one)** | | |
| Budget | Homeland security | Military |
| Children / Families | Housing | Reproductive rights |
| Education | Immigration | Senior citizens |
| Elections | Judiciary | Social security |
| Gov’t affairs | Labor | Technology |
| Health | Medicare / Medicaid | Telecommunications |

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| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):** |
| **Email message body (editable by sender):** |
| **Required ending for email message (not editable by sender):** |
| **Talking points for call (for Call Alerts ONLY):** |

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| **Confirmation Page**  **Give a good closing argument, thank constituent for taking action and provide for more opportunities to engage using hyperlinks, even if it’s back to your website. Also use this opportunity to promote other actions or events.** |
| Thank you for taking action to protect civil liberties in XX. This is an important issue and your lawmakers need to hear from you.  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  -----Tracking code (DO NOT DELETE)------  <img src="https://ms.clicks.actions.aclu.org/conversion?version=1&conversion\_items=1&conversion\_value=0" width=”0” height=”0”> |
| **Text for Twitter Share Link (140 characters max)** |
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