**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 Idaho |

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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.) |
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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.** |
| [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.org)  [kgriesmyer@acluidaho.org](mailto:kgriesmyer@acluidaho.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.” |
| IASMIE Secures Severe Mental Illness Death Penalty Exemption Informational Hearing |

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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. |
| Join us on March 23, 2018 to show support for an SMI death penalty exemption in Idaho! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.acluidaho.org/en/campaigns/ending-death-penalty-persons-severe-mental-illness>  <https://www.facebook.com/events/209063719848339/>  <https://www.facebook.com/IASMIE/>  <https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HJUD/#hcode-tab-stylezmembers>  <https://twitter.com/Idahoasmie> |

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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 Supporter,  In an exciting update for our campaign to exempt those suffering from a severe mental illness (SMI) from receiving the death penalty in Idaho, and after two years of hard work, the Idaho Alliance for the Severe Mental Illness Death Penalty Exemption (IASMIE) has secured an informational hearing in front of the **House Judiciary, Rules & Administration Committee**, scheduled for **Friday, March 23 at 1:30 p.m in room EW 42**. This will be the first opportunity for us to show support for an SMI exemption to lawmakers in the hopes that we can get a bill introduced during the 2019 legislative session.  **What is the SMI campaign?** IASMIE is a statewide coalition, which believes individuals with persistent and documented severe mental illness (SMI) should be barred from execution in Idaho. This policy change is an extension of a U.S. Supreme Court decision to prevent individuals with intellectual disabilities from being executed and is necessary to address the deficiencies of mental health care in Idaho’s criminal justice system. The ACLU of Idaho is a member of this coalition along with mental health advocates, legal professionals, criminal justice organizations and other community groups.  **What is an informational hearing?** Instead of testifying on a specific bill, during an informational hearing presenters will speak to lawmakers about the possibility of an SMI exemption bill being introduced during the next legislative session. There will be no public testimony allowed during the informational hearing, but we can pack the hearing room to show lawmakers just how much support there is for addressing mental illness in Idaho’s criminal justice system. This is the first time lawmakers will be hearing about our legislative goals for the 2019 session, and we need to send a clear message that there is broad support for an SMI exemption bill. We encourage all of you to attend the hearing in support of addressing mental illness and to email committee members why such an exemption is necessary in Idaho.  **How can you help?** Come to the hearing on March 23! We want to pack the room to show the overwhelming support for an SMI exemption in Idaho. You can also email lawmakers by contacting the [House Judiciary Committee](https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HJUD/#hcode-tab-stylezmembers) and urge them to consider an SMI exemption. We also encourage you to spread the word to friends, write letters to the editor, and share [information about the hearing](https://www.facebook.com/events/209063719848339/) and the SMI exemption on social media. Follow IASMIE on [Facebook](https://www.facebook.com/IASMIE/) and [Twitter](https://twitter.com/Idahoasmie) to stay updated!  **Don’t know what to say?** Visit the [IASMIE campaign](https://www.acluidaho.org/en/campaigns/ending-death-penalty-persons-severe-mental-illness) page on the ACLU of Idaho website for SMI exemption resources including an IASMIE fact sheet, SMI exemption talking points and an ACLU Lobbying 101 Toolkit that outlines best practices for engaging with lawmakers.  If you have any questions about the informational hearing or our legislative efforts on the SMI exemption, please contact ACLU legislative fellow and IASMIE organizer Maria Kennedy at mkennedy@acluidaho,org.  Sincerely,  Maria Kennedy  Legislative Fellow  ACLU of Idaho |

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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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