**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 Idaho |

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| **Target Audience \*\*** |
| ☐ Affiliate Full List Full list please  ☐ 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 |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| ☐X 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.” |
| Don’t forget to join us – Session Confessions just days away! |

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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. |
| As the 2018 Legislative Session wraps up, we're planning to hit the road to share with our supporters the many highs and a few lows from inside the Statehouse. ACLU staff will be on hand to share information on our priority legislation for the year and answer any questions on the inner workings of the legislature. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://action.aclu.org/webform/id-2018-session-sonfessions-tour?ms_aff=NAT&initms_aff=NAT&ms=180405_2018_sessions_confessions_tour_&initms=180405_2018_sessions_confessions_tour_&ms_chan=eml&initms_chan=eml>  <https://www.facebook.com/pg/ACLUIdaho/events/?ref=page_internal> |

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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. |
| We’re only days away from the first stop on our fourth annual Session Confessions tour and we can’t wait to see all of our ACLU members, volunteers, and supporters as we travel the state.  ACLU Policy Director Kathy Griesmyer will be at each event to provide a rundown of our 2018 legislative priorities and answer all of your burning questions about the Statehouse. We will also have copies of the 2018 Legislative scorecard and report on hand so that you can track important issues and how your local lawmakers voted.  Space is limited for each event so [RSVP](mailto:https://action.aclu.org/webform/id-2018-session-sonfessions-tour%3Fms_aff=NAT%26initms_aff=NAT%26ms=180405_2018_sessions_confessions_tour_%26initms=180405_2018_sessions_confessions_tour_%26ms_chan=eml%26initms_chan=eml) today!  You can also visit our website and [Facebook](mailto:https://www.facebook.com/pg/ACLUIdaho/events/%3Fref=page_internal) page to learn more and invite your family, friends and neighbors!  If you have any questions about our Session Confessions tour, please email Maria Kennedy, Advocacy Fellow, at [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.org).  Thank you again for all your support! We look forward to meeting you soon.  Maria Kennedy  Advocacy 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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