**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  ☒ Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
| 83702, 83703, 83704, 83705, 83706 , 83708, 83709, 83712, 83713, 83716, 83642, 83646, 83634, 83616, 83714, 83686, 83651, 83687, 83605 , 83607, 83687, 83651 |

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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.** |
| [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.org)  [jwoodson@acluidaho.org](mailto: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.” |
| We need you – help make Get Out to Vote phone calls! |

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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. |
| Helps us reach out to Idaho voters before the May 15 Primary Election and encourage them to get out and vote this election cycle! |

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| **Side Box Content (Action & Event format only)** |
| <https://www.facebook.com/events/485925641835857/> (link to FB volunteer request) |

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| **Hyperlinks for email message \*\*** |
| See above |

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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. |
| Treasure Valley volunteers -  As part of our 2018 Civic Engagement campaign, we are hosting a series of Get Out the Vote phone banks to encourage folks to vote in the May 15 Primary Election. We are looking for volunteers for the dates below to help us reach voters with information about when, where, and how to vote!  The May Primary Election is weeks away and there are many important races on the ballot – including candidates for governor, congressional representatives, and all state legislative seats. With so much at stake, the ACLU of Idaho is looking for volunteers to help us make sure know the best ways to engage in Idaho’s voting process.  **What?** Get Out the Vote phone banking with the ACLU of Idaho. We will have a short training at the beginning of each shift and will also provide dinner, so come hungry!  **When?** 5:30-8:30 PM, Tuesday, May 1  5:30-8:30 PM, Wednesday, May 2  5:30-8:30 PM, Tuesday, May 8  5:30-8:30 PM, Thursday, May 10  5:30-8:30 PM, Monday, May 14 (the day before the Election!)  **Where?** Downtown Boise ACLU office. Address and directions will be sent to volunteers before their shift.  **Why?** Our goal is to talk to 5,000 Latinx voters around the state before the May 15 Primary Election. We will not be able to reach this goal without your help!  Email Maria Kennedy, Advocacy Fellow, at [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.org) with any questions and **RSVP yes if you are able to volunteer**.  Thank you so much for your help and support of our work!  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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