**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 \*\*** | 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.** |
| 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.” |
| Rally with DACA |

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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 a DACA rally in a community near you! |

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| **Side Box Content (Action & Event format only)** |
| Join a DACA rally near you this weekend. (Include DACA photo – liberty head with “Here to Stay” line) |

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| **Hyperlinks for email message \*\*** |
| Moscow rally:  https://www.facebook.com/events/617254591996434/permalink/617613845293842/  Pocatello rally:  https://www.facebook.com/events/117137305656321/?acontext=%7B%22ref%22%3A%2222%22%2C%22feed\_story\_type%22%3A%2222%22%2C%22action\_history%22%3A%22null%22%7D  Boise rally: https://www.facebook.com/events/1939702689630260/?acontext=%7B%22ref%22%3A%223%22%2C%22ref\_newsfeed\_story\_type%22%3A%22regular%22%2C%22feed\_story\_type%22%3A%2217%22%2C%22action\_history%22%3A%22null%22%7D  Twin Falls rally: https://www.facebook.com/events/1874305462886488/?acontext=%7B%22ref%22%3A%223%22%2C%22ref\_newsfeed\_story\_type%22%3A%22regular%22%2C%22feed\_story\_type%22%3A%2217%22%2C%22action\_history%22%3A%22null%22%7D |

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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. |
| This Tuesday President Trump cruelly announced that he is terminating the Deferred Action Childhood Arrivals (DACA) program. With this week’s announcement, President Trump has thrown the lives and futures of 800,000 Dreamers and their families into disarray, while injecting chaos and uncertainty into thousands of workplaces and communities across America.  In response to President Trump’s latest inhumane, anti-immigrant action, communities across the country have been coming together to stand with Dreamers. With over 3,000 DACA participants alone in the Gem State, it is imperative we rally around them and their families to demand immediate Congressional action to pass the Dream Act and prevent Dreamers’ renewed vulnerability to deportation.  Join your fellow Idahoans this weekend in standing with Dreamers and send a clear message to our Congressional representatives and the White House that we will not tolerate their attempts to destroy the lives of our family, friends, coworkers, and neighbors.  ATTEND A DACA RALLY NEAR YOU  Moscow, Idaho (insert Moscow FB event link)  Friday, Sept. 8th, All day  University of Idaho Commons  875 S. Line Street, Moscow, 83843  Pocatello, Idaho (insert Pocatello FB event link)  Friday, Sept. 8th, 6:00 pm  Holt Arena  550 Memorial Drive, Pocatello, 83201  Boise, Idaho (insert Boise FB event link)  Saturday, Sept. 9th, 10:00 am  Idaho State Capitol  700 W. Jefferson Street, Boise, 83702  Twin Falls (insert Twin Falls FB event link)  Saturday, Sept. 9th, 1:00 pm  Twin Falls County Courthouse  427 Shoshone Street N, Twin Falls, 83301  These 800,000 lives are not pawns. Lawmakers in Idaho must decide if they are on the side of Dreamers and our country’s best traditions or on the side of the ugly forces that helped to end DACA. We must continue to fight alongside and on behalf of Dreamer families. We stand with them every step of the way.  In solidarity,  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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