**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.** |
| Kathy Griesmyer, 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.” |
| You can shape Idaho’s public defense system |

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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. |
| Attend an upcoming Idaho Public Defense Commission meeting and shape the future of public defense in Idaho. |

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| **Side Box Content (Action & Event format only)** |
| Use attached photo and link to https://www.acluidaho.org/en/news/idaho-public-defense-commission-seeking-comment-2018-rules. |

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| **Hyperlinks for email message \*\*** |
| 1. <https://www.acluidaho.org/en/news/idaho-public-defense-commission-seeking-comment-2018-rules> 2. <https://pdc.idaho.gov/rules/negotiated-rulemaking/> 3. [www.pdc.idaho.gov](http://www.pdc.idaho.gov) 4. https://www.acluidaho.org/en/node/132 |

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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. |
| For many years, Idaho’s public defense system has been broken. Individuals in the criminal justice system have seen firsthand how a lack of financial resources and overworked public defenders have resulted in a loss of adequate representation in courtrooms across the state.  **But now comes an opportunity for those directly impacted by our failing system to help shape the future of public defense in Idaho.**  The Idaho Public Defense Commission (insert link 3) is currently drafting rules (insert link 2) that will guide how the PDC does it work in several areas, including standards (insert link 1) that public defenders would be expected to meet.  Before these rules go before the Idaho Legislature for approval, the Commission is accepting feedback from the public. In order to create rules that improve Idaho’s public defense system, they need to hear from those most impacted by our current broken system – individuals who have been unable to receive the representation they need by a public defender in their criminal case.  **You have the power to fix Idaho’s future public defense system and we encourage you to share your story with the Commission.**  Tell the Commission what you think of the rules by their October 25, 2017 deadline. You can share your feedback a number of ways.   1. Write the Commission at: Idaho Public Defense Commission 816 W. Bannock Street, Suite 201 Boise, ID 83702 2. 2. Email the Commission at: [info@pdc.idaho.gov](mailto:info@pdc.idaho.gov). 3. Submit comments online at: [www.pdc.idaho.gov](http://www.pdc.idaho.gov/). Visit the page titled “Proposed and Pending Rules” and use the online forms. 4. In person at an upcoming public hearing:    1. October 11, 2017 - Boise - 4:00 PM: The Grove Hotel, 245 S. Capitol Blvd, Boise, 83702, The Riverfork Room, 3rd Floor    2. October 12, 2017 - Caldwell - 6:00 PM: Canyon County Administration Building, 111 N. 11th Ave, Caldwell, 83605, 1st Floor Public Meeting Room    3. October 17, 2017 - Idaho Falls - 6:00 PM: Residence Inn, 635 West Broadway, Idaho Falls, 83402    4. October 17, 2017 - Lewiston - 6:00 PM: Red Lion Hotel, 621 21st St, Lewiston, 83501, Port 1 Room    5. October 18, 2017 - Pocatello - 6:00 PM: Holiday Inn Express & Suites, 200 Via Venitio, Pocatello, 83201, Scout Mountain Room    6. October 18, 2017 - Coeur d'Alene - 6:00 PM: Best Western Plus, 506 W. Appleway Ave, Coeur d'Alene, 83814, Idaho Room    7. October 19, 2017 - Twin Falls - 6:00 PM: Hilton Garden Inn, 1741 Harrison St N., Twin Falls, 83301, I.B. Perrine Room   If you’re interested in providing feedback on the proposed rules and want more information about what the rules do or don’t do, review our [2017 Public Defense Commission Rules guide](https://www.acluidaho.org/sites/default/files/wysiwyg/2018_proposed_public_defense_commission_rules_-_onepager_2017_final.pdf) (insert link 1) here.  For more information about the ACLU’s work to reform Idaho’s public defense system, including information on our public defense lawsuit *Tucker v. Idaho*, visit our website (insert link 4) here.  Together, our collective voices can improve the system for all Idahoans.  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:** |
| Shape the future of ID’s #publicdefense system. Share your feedback on [@Idaho\_PDC](https://twitter.com/Idaho_PDC) proposed rules by Oct. 25, 2017. #idleg #idpol |