**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 Montana |

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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.** |
| michellec@aclumontana.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.” |
| Looking for a dose of inspiration? Join us for a civil liberties celebration in Great Falls! |

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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. |
| See you March 3rd at the Jeannette Rankin Civil Liberties award reception! |

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| **Side Box Content (Action & Event format only)** |
| Jeannette Rankin Civil Liberties Award Reception  March 3, 2018 from 6:00 pm – 8:00 pm with hors d'oeuvres and drinks  Paris Gibson Square Museum of Art | 1400 1st Ave N, Great Falls, MT 59401  [RSVP Today!](https://www.aclumontana.org/en/events/jeannette-rankin-civil-liberties-award-reception-three-civil-liberties-champions)  Share: |

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| **Hyperlinks for email message \*\*** |
| RSVP: <https://www.aclumontana.org/en/events/jeannette-rankin-civil-liberties-award-reception-three-civil-liberties-champions>  FB: <https://www.facebook.com/events/1686346788043732/> |

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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. |
| Please join us for an evening to celebrate three civil liberties champions!  This year, we are honored to recognize three Montanans who demonstrate the strength of character and commitment exemplified by Jeannette Rankin – ACLU’s first vice president in the 1920’s – and embodied in the ACLU of Montana’s mission. In particular, all three have a strong record of promoting racial justice, a current top priority for the ACLU of Montana.  These three Montanans will continue to inspire communities to come together and work to ensure that civil liberties are a reality for all Montanans.  Meet the awardees:   * Judith Heilman is the founder and executive director of the Montana Racial Equity Project. Judith’s passion is equity and justice for all historically marginalized, disenfranchised, and oppressed peoples. Over the last two years, Judith's work with MTREP has filled an essential need in Montana and she has become an inspirational and powerful ally. * Carol Juneau (Mandan Hidatsa Nation), a powerful advocate for education equity, served in the Montana Legislature from 1999 – 2010. She was instrumental in the groundbreaking passage of Indian Education for All in 1999, a long-overdue implementation of Montana’s constitutional mandate to teach K-12 students Native history and contemporary tribal issues. Carol was President of the Blackfeet Community College from 1976 to 1983. * Denise Juneau (Mandan, Hidatsa, and descendant of the Blackfeet tribe) served as Superintendent of Public Instruction from 2009 – 2017. She is the first, and only, American Indian woman to hold a state constitutional office. Denise was also on the leading edge of implementing Indian Education for All, guiding the creation of culturally-relevant curriculum and professional development and training for Montana educators.   Also, if you’d like to learn about the ACLU of Montana’s projects and priorities, the Annual Meeting will take place prior to the award reception from 5:00 to 5:30 p.m. Come hear the latest about civil liberties in Montana. There is no charge to attend the annual meeting and no RSVP is needed for this portion of the evening.  The Jeannette Rankin celebration has a slate of fantastic guest speakers, hors d'oeuvres, and drinks. We hope to see you there!  In solidarity,  Caitlin Borgmann |

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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:** |
| RSVP to join Gov. Bullock and two former ACLU clients as we present the 2018 awards to civil liberties champions Judith Heilman, Carol Juneau, and Denise Juneau. http://bit.ly/2E9yCMl |