**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.** |
| **beallk@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.” |
| From courtrooms to communities, the ACLU of Montana protects civil liberties in Montana! |

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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. |
| The ACLU of Montana has worked on a wide variety of issues all over the state. |

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| **Hyperlinks for email message \*\*** |
| <http://mtabolitionco.org/>  <https://www.aclumontana.org/en/issues/death-penalty>  <https://www.aclumontana.org/en/cases/white-et-alia-v-martz>  <https://www.aclumontana.org/en/issues/lgbt-rights> |

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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. |
| Dear friends of the ACLU of Montana,  Since 1972, from Eureka to Ekalaka, the ACLU of Montana has been working to ensure civil liberties are a reality for all Montanans. This happens daily in the courtroom, at the capitol, on the streets, and in every community.  Join us on May 3rd and 4th to participate in Montana Gives. It’s a 24-hour online celebration of giving created to connect community members with the causes they care most about. The goal is simple: inspire people to come together, show their pride in their communities, and support the life-changing work of local nonprofit organizations across Montana.  The ACLU of Montana will participate in Montana Gives events in five different cities to help our work for of Montanans everywhere. Whatever Montana town you call home, you’ll be able to help support and promote the work of the ACLU of Montana.  Our work is not concentrated in a few of Montana’s urban centers—we go anywhere to protect Montanans’ civil liberties. And sometimes, the work we do affects the entire state. Here are a few examples of how the ACLU of Montana has worked for all Montanans:   * For more than two decades, the ACLU of Montana has been working to abolish the death penalty in Montana.   + In 1998, the ACLU of Montana helped form the Montana Abolition Coalition, in partnership with the Catholic Conference, the Montana Association of Churches, and the Montana Human Rights Network. <http://mtabolitionco.org/>   + In 2015, eight years after the ACLU of Montana filed a lawsuit, a judge issued a moratorium on the use of lethal injection in the state. <https://www.aclumontana.org/en/issues/death-penalty> * The ACLU of Montana has fought for LBGTQ Montanans for years in a strategic series of lawsuits. Today, we are fighting on behalf of transgender and non-binary Montanans to keep the unconstitutional and discriminatory I-183 “bathroom bill” off the next ballot. <https://www.aclumontana.org/en/issues/lgbt-rights>   We cannot thank you enough for standing with the ACLU of Montana to protect the fundamental freedoms of all Montanans!  Don’t forget to mark your calendars for Montana Gives on May 3rd and 4th!  Caitlin Borgmann  Executive Director |