**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Montana |

|  |
| --- |
| **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.) |
| **DON’T SEND TO:** 59016, 59022, 59025, 59031, 59034, 59035, 59050, 59066, 59075, 59089, 59007, 59008, 59013, 59014, 59026, 59029, 59041, 59068, 59070, 59071, 59301, 59336, 59338, 59351, 59054, 59059, 59072, 59073, 59003, 59004, 59012, 59039, 59043, 59083 59312, 59323, 59327, 59333, 59347, 59001, 59019, 59028, 59061, 59063, 59067, 59069, 59011, 59033, 59052, 59055, 59010, 59038, 59076, 59002, 59025, 59031, 59034, 59035, 59050, 59066, 59075, 59089, 59007, 59008, 59013, 59014, 59026, 59029, 59041, 59068, 59070, 59071, 59301, 59336, 59338, 59351, 59054, 59059, 59072, 59073, 59003, 59004, 59012, 59039, 59043, 59083, 59312, 59323, 59327, 59333, 59347, 59001, 59019, 59028, 59061, 59063, 59067, 59069, 59011, 59033, 59052, 59055, 59010, 59038, 59076, 59002, 59006, 59015, 59024,59037, 59044, 59057, 59064, 59079, 59088, 59101, 59102, 59103, 59104, 59105, 59106, 59107, 59108, 59111, 59112, 59114, 59115, 59116, 59117, 59714, 59715, 59716, 59717, 59718, 59719, 59730, 59741, 59752, 59758, 59760, 59771, 59772, 59773, 59710, 59720, 59729, 59735, 59740, 59745, 59747, 59749, 59751, 59754, 59755, 59018, 59020, 59027, 59030, 59047, 59065, 59081, 59082, 59086, 59901, 59903, 59904, 59911, 59912, 59913, 59916, 59920, 59921, 59922, 59925, 59926, 59927, 59928, 59932, 59936, 59937, 59821, 59824, 59855, 59860, 59863, 59864, 59865, 59910, 59914, 59915, 59929, 59931, 59641, 59643, 59644, 59647, 59631, 59632, 59634, 59638, 59721, 59759, 59410, 59601, 59602, 59604, 59620, 59623, 59624, 59625, 59626, 59633, 59635, 59636, 59639, 59640, 59648, 59832, 59837, 59858, 59820, 59830, 59842, 59866, 59867, 59872, 59801, 59802, 59803, 59804, 59806, 59807, 59808, 59812, 59823, 59825, 59826, 59834, 59846, 59847, 59851, 59868, 59827, 59828 59829, 59833, 59835, 59840, 59841, 59870, 59871, 59875 |

|  |
| --- |
| **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** |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Join us for Montana Gives today and tomorrow! |

|  |
| --- |
| **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. |
| Help us make civil liberties a reality for everyone in Montana! |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| [https://www.yellowstonegives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-cd856638-dc05-4e72-8317-ae2561ea8541](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.yellowstonegives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-cd856638-dc05-4e72-8317-ae2561ea8541&h=ATM1kTzHfsSLuAn41v1cSCOxLVH2PAE2Zi7jxvuMRJyD_F4F3Fyb7govt0NhakEE21-X1IXJZyGU-nfV8_0vwQa0jEeE2mufiM283adQudJwTADIDCf20gg&s=1)  [https://www.givebiggv.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-2edda415-e955-4ad0-9ce8-e3f59bbc82d0](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.givebiggv.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-2edda415-e955-4ad0-9ce8-e3f59bbc82d0&h=ATO8dIhOYRMwg76PKclzb7FEwdoXcSBKOCecqgocQtxdhs-0VAfGp6m9hqbAoDB24oT04E59BPejz8WPr4wgtjMzK8sLYQzMixnwstaWx-yb5rm2q4eSfUg&s=1)  [https://www.flatheadgiving.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-fa572e83-0450-4581-81c2-34a547521358](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.flatheadgiving.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-fa572e83-0450-4581-81c2-34a547521358&h=ATP8eN73JUiJ1uTzUhcHkEGFVlVkFg393VVnRvJ4dzFZePLpzf5aQInpPngKxUlHy0bnTkmJc8SHaW_S4qvYAj1KIAmox50uIxtPtmfTwz-xrsc8E1sTAe0&s=1)  [https://www.greaterhelenagives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-4129000d-f136-4ce8-a32f-3498120cd50b](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.greaterhelenagives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-4129000d-f136-4ce8-a32f-3498120cd50b&h=ATNZIkUDo603Isb9TTRqLxPrtmb3wcijyWA4hk8pHv8ea268Ub8GUDp2StLyNWGJ-lWmDQm7osEcUSd0s-J5FYuqzdEO-mRrt5M6D6mc7Z2ZAmVqxduXDb0&s=1)  [https://www.missoulagives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-b011d362-e495-4a0d-af3d-51983e9b3227](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.missoulagives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-b011d362-e495-4a0d-af3d-51983e9b3227&h=ATN9z5mLGJpnzoACmEuQ6ggEdODvP0rbavGUfDrIlXtNc5CpxPD-Lzl59Spguwnp84kpjeUbaUnIQj5H39HBHZTnldf61LFmj4n06gvQblgM_VbNxbZ0uh8&s=1)  [https://action.aclu.org/give/support-aclu-montana](https://l.facebook.com/l.php?u=https%3A%2F%2Faction.aclu.org%2Fgive%2Fsupport-aclu-montana&h=ATOr570wkmk61j349o3EB0MqXSs0LCRF5KDSOVy3QvM47YSWBXx5Cycm2RjEUIJPPnVVcuBwt3y8_RKSPqTD3W50MDlz5eWC7FYuyR0DZ1Mani4ooigVosU&s=1) |

|  |
| --- |
| **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,  Montana Gives, the 24-hour online celebration of giving, begins tonight at midnight. And all day tomorrow, May 4th, you’ll be able to support non-profit organizations working in your communities.  The ACLU of Montana is a statewide organization, and that means we work for YOU, all over the state. Wherever civil liberties are at risk, we’re there—arguing in courtrooms, talking to legislators, and organizing on the streets. From Havre to Hamilton, Wolf Point to West Yellowstone, we are standing with those who need it most.  We’ll be participating in Montana Gives events to gather support for our work for Montanans everywhere. No matter where you are in Montana, there will be a way for you to help support and promote the work of the ACLU of Montana.  Want to make a donation to the ACLU of Montana? Here’s how:   * Billings: [https://www.yellowstonegives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-cd856638-dc05-4e72-8317-ae2561ea8541](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.yellowstonegives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-cd856638-dc05-4e72-8317-ae2561ea8541&h=ATM1kTzHfsSLuAn41v1cSCOxLVH2PAE2Zi7jxvuMRJyD_F4F3Fyb7govt0NhakEE21-X1IXJZyGU-nfV8_0vwQa0jEeE2mufiM283adQudJwTADIDCf20gg&s=1) * Bozeman: [https://www.givebiggv.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-2edda415-e955-4ad0-9ce8-e3f59bbc82d0](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.givebiggv.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-2edda415-e955-4ad0-9ce8-e3f59bbc82d0&h=ATO8dIhOYRMwg76PKclzb7FEwdoXcSBKOCecqgocQtxdhs-0VAfGp6m9hqbAoDB24oT04E59BPejz8WPr4wgtjMzK8sLYQzMixnwstaWx-yb5rm2q4eSfUg&s=1) * Flathead Valley: [https://www.flatheadgiving.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-fa572e83-0450-4581-81c2-34a547521358](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.flatheadgiving.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-fa572e83-0450-4581-81c2-34a547521358&h=ATP8eN73JUiJ1uTzUhcHkEGFVlVkFg393VVnRvJ4dzFZePLpzf5aQInpPngKxUlHy0bnTkmJc8SHaW_S4qvYAj1KIAmox50uIxtPtmfTwz-xrsc8E1sTAe0&s=1) * Helena: [https://www.greaterhelenagives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-4129000d-f136-4ce8-a32f-3498120cd50b](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.greaterhelenagives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-4129000d-f136-4ce8-a32f-3498120cd50b&h=ATNZIkUDo603Isb9TTRqLxPrtmb3wcijyWA4hk8pHv8ea268Ub8GUDp2StLyNWGJ-lWmDQm7osEcUSd0s-J5FYuqzdEO-mRrt5M6D6mc7Z2ZAmVqxduXDb0&s=1) * Missoula: [https://www.missoulagives.org/organizations/american-civil-liberties-union-of-montana-foundation-aclu-mt-b011d362-e495-4a0d-af3d-51983e9b3227](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.missoulagives.org%2Forganizations%2Famerican-civil-liberties-union-of-montana-foundation-aclu-mt-b011d362-e495-4a0d-af3d-51983e9b3227&h=ATN9z5mLGJpnzoACmEuQ6ggEdODvP0rbavGUfDrIlXtNc5CpxPD-Lzl59Spguwnp84kpjeUbaUnIQj5H39HBHZTnldf61LFmj4n06gvQblgM_VbNxbZ0uh8&s=1)   Don't see your town? Click on this link to donate to the ACLU of Montana from anywhere in the state: [https://action.aclu.org/give/support-aclu-montana](https://l.facebook.com/l.php?u=https%3A%2F%2Faction.aclu.org%2Fgive%2Fsupport-aclu-montana&h=ATOr570wkmk61j349o3EB0MqXSs0LCRF5KDSOVy3QvM47YSWBXx5Cycm2RjEUIJPPnVVcuBwt3y8_RKSPqTD3W50MDlz5eWC7FYuyR0DZ1Mani4ooigVosU&s=1)  Thank you for your support! The ACLU of Montana’s work is made possible by the generosity of Montanans like you!  Sincerely,  Caitlin Borgmann, Executive Director  S:\Communications\CAN\Montana Gives\CHAOS restructuring 04.30.18\Finished\Caitlin Borgmann_Executive Director.jpg |