**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.) |
| 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 |

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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.” |
| Help keep the civil liberties momentum rolling in your community! |

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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 the ACLU of Montana today and tomorrow for Montana Gives day! |

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| **Hyperlinks for email message \*\*** |
| [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) |

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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,  In our last email, we shared some ACLU of Montana victories that benefited people across the state. We’ve also taken on a few issues in your own backyard!  Here are a few of the cases and causes we’ve worked on right in Helena:   * In the mid-1980s, peace protestors were attempting to demonstrate their disagreement with a local air show and were prohibited from gathering. The ACLU of Montana helped protect the right of the protestors to peacefully assemble.They received a formal apology. * In the early 2000s, the ACLU of Montana opened an office in Helena, which remains one of our two staffed offices today. This helps us have a constant presence at each legislative session. * In 2012, Helena officials unanimously passed a city-wide non-discrimination ordinance with the help of the ACLU of Montana and other LGBTQ rights partners.   And our work goes on! Our vision is to ensure that civil liberties become a reality for everyone in Montana, and we couldn’t do it without friends, allies, and supporters like you. Thank you for standing with the ACLU of Montana to protect the fundamental freedoms of all Montanans.  Please join us today and tomorrow to celebrate Montana Gives Day! This 24-hour online celebration of giving connects community members with the causes they care most about.  Thank you for your continued support!  Sincerely,  Caitlin Borgmann  S:\Communications\CAN\Montana Gives\CHAOS restructuring 04.30.18\Finished\Caitlin Borgmann_Executive Director.jpg |