**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.” |
| Join the fight and unite behind LGBTQ Montanans! |

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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. |
| Ten Montanans join ACLU of Montana lawsuit challenging I-183 as unconstitutional. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
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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. |
| Discrimination isn’t a Montana value. This week, ten Montanans, the City of Missoula, and the City of Bozeman, joined an ACLU of Montana lawsuit challenging anti-transgender I-183 as unconstitutional.  I-183 seeks to prevent transgender and gender-nonconforming Montanans from accessing public facilities that correspond with their gender identity in public spaces, such as libraries, parks, and schools. I-183 would bar trans Montanans from full and equal participation in public life and nullify many of their constitutional rights.  On Tuesday, six transgender Montanans gathered at the capitol and demanded to be treated with the dignity and equality required by our state constitution.  Shawn Reagor, a Helena plaintiff, closed his remarks to the public and media saying: “We need policies that support diversity and inclusion and that encourage everyone to live happily and safely. This policy does just the opposite of that. It sends a message that we as trans people aren’t allowed to participate in our communities and aren’t allowed to live in our homes with safety and dignity. It’s completely unacceptable.”  Shawn continued, “We, members of the trans, nonbinary, and intersex community, are Montanans, too. We deserve equal rights and equal protections. And although most people don’t know that they know a trans person, we live, work, and volunteer alongside all Montanans.”  Free and Fair Montana, a diverse coalition of organizations representing trans Montanans and their allies, have united to advance the dignity and safety of all Montanans and ensure I-183 never becomes law.  Will you join the fight and unite behind LGBTQ Montanans? Here are a few ways you can get involved:   1. Sign the petition opposing I-183: <https://noi183.org/> 2. Follow the Free and Fair Montana coalition (<https://www.facebook.com/FreeFairMT/>) on Facebook, Twitter (@FreeFairMT), and through the coalition web site (https://noi183.org/). 3. Attend a supporter training; <https://www.facebook.com/FreeFairMT/> and 4. Sign up to volunteer: <https://noi183.org/volunteer/> 5. Follow Trans Visible Montana on Facebook, which is dedicated to empowering trans Montanans to share their stories and educate non-trans Montanans to the realities of being trans in Montana(<https://www.facebook.com/TransVisibleMontana/>)/   For more information about the lawsuit, you can read about your fellow Montanans who are plaintiffs (<https://www.aclumontana.org/en/our-plaintiffs>) and the details and arguments of the case (<https://www.aclumontana.org/en/press-releases/ten-montanans-join-aclu-montana-lawsuit-challenging-anti-lgbtq-i-183-unconstitutional>) on the ACLU of Montana’s web site.  For every ounce of discrimination and inhumanity that went into this initiative, let’s show the true strength of Montana community and respond with the full collaborative force of our humanity and love and support for our transgender friends, family, and neighbors. Let’s stand ready to take action, Montana! |

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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:** |
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