**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 Idaho |

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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.** |
| [kgriesmyer@acluidaho.org](mailto:kgriesmyer@acluidaho.org)  [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.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.” |
| Secrets of the 2018 Legislative Session |

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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. |
| Mark your calendars for our 2018 Session Confessions legislative tour – coming to a city near you! |

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| **Side Box Content (Action & Event format only)** |
| Please use stock photo for legislature – maybe picture of statehouse? |

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| **Hyperlinks for email message \*\*** |
| RSVP link still needing to be created |

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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. |
| The Idaho Legislature is winding down after a busy 2018 session, which means that the ACLU will be traveling across the state for our 4th annual Sessions Confessions Tour! Join Policy Director Kathy Griesmyer as she provides a recap of the legislative session and answers all your questions about the Statehouse at a location near you.  From passing important criminal justice reforms around civil asset forfeiture and driving without privileges to defeating a hateful anti-Sharia law bill, we’ve had some important victories this session! We’ll be travelling across the state to share with our supporters our legislative priorities and the highs and lows from inside the Statehouse this year. We will also have our 2018 legislative scorecard and report on hand so that you can track important issues and how your local lawmakers voted.  Mark your calendars now and join us in a city near you! Light appetizers will also be provided as well as a no-host bar at some locations.  RSVP today!  **Thursday, April 19, Boise – 6:30-8:30 pm**  Linen Building  1402 W Grove St.  Boise, ID 83702  **Monday, April 23, Hailey – 6:30-8:30 pm**  Community Campus (Minnie Moore Room)  1050 Fox Acres Rd.  Hailey, ID 83333  **Tuesday, April 24, Idaho Falls – 6:30-8:30 pm**  Stockman’s Restaurant  1175 Pier View Dr.  Idaho falls, ID 83402    **Wednesday, April 25, Pocatello – 6:30-8:30 pm**  Idaho State University (North Fork Room in Pond Student Union)  1065 Cesar Chavez  Pocatello, ID 83209  **Thursday, April 26, Twin Falls – 6:30-8:30 pm**  Jaker’s  1598 Blue Lakes Blvd N.  Twin Falls, ID 83301  **Monday, April 30, Sandpoint – 6:30-8:30 pm**  Sandpoint Community Hall  204 S 1st Ave.  Sandpoint, ID 83864  **Tuesday, May 1, Coeur d’Alene – 6:30-8:30 pm**  Iron Horse  407 Sherman Ave.  Coeur d’Alene, ID 83814  **Wednesday, May 2, Moscow – 6:30-8:30 pm**  Rants and Raves Brewery  308 N. Jackson St.  Moscow, ID 83843  **Thursday, May 3, Lewiston – 6:30-8:30 pm**  Red Lion Hotel (Clearwater Room)  621 21st St.  Lewiston, ID 83501 |

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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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