**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 Idaho |

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

|  |
| --- |
| **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  jwoodson@acluidaho.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.” |
| The ACLU of Idaho’s first Legislative Scorecard! |

|  |
| --- |
| **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 scorecard shows how representatives voted across a range of key civil liberty issues during the 2017 Legislative Session. Use it to give your state representatives and senators feedback on their votes and to track bills the ACLU of Idaho has supported or opposed. Let us know what you think! |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| https://www.acluidaho.org/en/publications/aclu-idaho-2017-legislative-scorecard |

|  |
| --- |
| **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 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. |
| We’re stoked to be launching our first ever ACLU of Idaho legislative scorecard in an effort to provide more tools that allow you to have direct and meaningful communications with your state legislators.  Track how your representatives and senators voted on key bills regarding your civil liberties and use it as a tool for giving feedback on the issues that matter most to you. It’s also a great way to stay informed on the legislative work we’re doing at the statehouse.  This year we “scored” 8 different bills across a range of important civil liberty issues. We make sure legislatures know our stance prior to voting on these issues by distributing a floor statement explaining our position. In cases where we were unable to issue a floor statement, we refrained from scoring lawmakers on that vote in their respective chambers  We believe that direct communication with lawmakers is a valuable way to encourage them to stand up for our constitutional rights and to thank them when they’ve done just that.  Download the 2017 Legislative Scorecard and find out more about how to use it on the ACLU of Idaho website.  We also encourage you to leave us feedback on the scorecard. How does it look? What should be included on the next one? How easy is it to read?  Take a look and let us know! |

|  |
| --- |
| **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:** |
|  |