**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Idaho |

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| **Mailing Date:** | **11/20/2018** | **Flexibility:** | ☐ Can't be moved  ☐x Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| ☐x 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** |
| [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  [reppink@acluidaho.org](mailto:reppink@acluidaho.org)  [kbishop@acluidaho.org](mailto:kbishop@acluidaho.org) |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less. |
| ☐x Images attached ☐ Please use a stock image  ☐ No image |

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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.” |
| Don’t miss out – Apply today for the 2018 ACLU of Idaho Activist Academy |

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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. |
| Application deadline is Friday January 5th Don’t miss out on your chance to attend the ACLU’s 2017 Activist Academy. Apply today! |

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| **Side Box Content** |
| ☐ Remove side box ☐x Include side box |

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| **Hyperlinks for email message** |
| Apply today link: <https://www.acluidaho.org/en/events/2018-activist-academy> (location of application form) |

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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's one thing you want your recipient to pick up on, it's 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 […]  Being politically engaged is as important as it has ever been and the ACLU of Idaho wants to make sure that you have the tools and knowledge necessary to be engaged and become an active participant in creating social change. To that effect, we’d like to invite you to the 2018 ACLU Activist Academy. This day-long community training event will teach you about our current systems of power and how to influence them while providing you with the skills to become a successful community activist.  **When**: Saturday January 13th, 2018 9am-5pm  **Where**: Idaho State Capitol Building  Whether you’re a seasoned veteran in the community or a newly engaged voice, we encourage you to apply for the academy! **We are pleased to be offering *limited* travel scholarships for those outside of the Treasure Valley metropolitan area** (though we encourage you to seek other avenues of fundraising as well). \*Please note: deadline for applications with scholarship requests is Monday December 18th by 5 pm.  To apply, simply fill out the [application](https://www.acluidaho.org/sites/default/files/wysiwyg/application_2017.pdf) and either e-mail it to [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org), or mail to:  ACLU of Idaho  Activist Academy  PO Box 1897  Boise, ID 83701  If you would like to submit your application in person, please contact Jeremy Woodson:  [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  208 344 9750 x1211  **The final deadline for applications is Friday January 5th by 5 pm (Dec.18 for applications with scholarship requests). Acceptance notifications will be sent out shortly thereafter. Travel scholarships will be announced by December 29th**.  We look forward to seeing you there! |