**EMAIL SET-UP**

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| **Affiliate Name** | Montana |

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| **Mailing Date:** | 6/6/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| [morenoz@aclumontana.org](mailto:morenoz@aclumontana.org), [kileenm@aclumontana.org](mailto:kileenm@aclumontana.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. |
| 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.” |
| Join ACLU of Montana at BIG SKY PRIDE 2018 |

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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 us in celebrating the recent victories and in supporting the work still left to be done! |

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| **Side Box Content** |
| Remove side box  Include side box  When: Saturday, June 16th  Where: Front Street, between 13th and Neill, Helena, MT  Details: Line up at 10:00AM, parade starts at 11:00AM. |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/events/1683559725084993/>  <https://www.bigskypride.com>  <https://www.instagram.com/aclu_montana/>  <https://www.aclumontana.org/en/act> |

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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 Friend,    We invite you to join ACLU of Montana for Big Sky Pride Events in Helena. Take a break and join in the celebrations as LGBTQ Montanans and allies celebrate Pride!  On Saturday, June 16th, ACLU of Montana is looking for supporters who want to join us marching in the parade in celebration of recent victories and in support of the work left to be done. Clever signs and colorful outfits appreciated; a passion for civil liberties required. Staging will take place at 10AM on Front Street between 13th and Neill. The parade starts at 11AM. RSVP here [insert FB hyperlink] to join us in the march.  Following the parade, ACLU of Montana will be tabling at Pioneer Park from noon to 5PM. We are looking for volunteers who want to join us in sharing information about the work ACLU of Montana is currently doing to protect and advance LGBTQ+ rights in Montana. Shifts are 2.5 hours long and we need at least two volunteers for each shift. Get in touch with us at [morenoz@aclumontana.org](mailto:morenoz@aclumontana.org) to sign up!  Follow us on Instagram for Pride month updates [insert Instagram hyperlink].  For more information on Big Sky Pride 2018, see official website [insert bigskypride hyperlink].  Can’t wait to see you there!  Zuri Moreno  ACLU of Montana  [morenoz@aclumontana.org](mailto:morenoz@aclumontana.org)  P.S. Can’t make it to this celebration but keen to march or volunteer with ACLU of Montana at future events? Go to our Volunteer Page [insert aclu website hyperlink] for more information and to sign up! |