**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 Montana |

|  |
| --- |
| **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.) |
| Any member / supporter who's membership is current and they would be eligible to vote in an affiliate board election. I can pull the report from PIDI if you need it but I *think* you can do this without that? |

|  |
| --- |
| **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.** |
| [michellec@aclumontana.org](mailto:michellec@aclumontana.org); [beallk@aclumontana.org](mailto:beallk@aclumontana.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.” |
| Vote Today! The election for ACLU leaders is now open. |

|  |
| --- |
| **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. |
| You are eligible to vote for candidates in this year’s at-large election for our Statewide Board of Directors |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| Voting is quick and easy. Learn more about each candidate and cast your vote today!  [VOTE](https://action.aclu.org/secure/board-election-1) |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/secure/board-election-1 |

|  |
| --- |
| **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. |
| Dear Member,  As a current member of the ACLU of Montana, you are eligible to vote for candidates in this year’s at-large election for our Statewide Board of Directors. Candidates are running for three-year terms ending in 2020.  This board represents you by keeping the ACLU of Montana on track to advance civil liberties throughout the state.  [Cast your vote today!](https://action.aclu.org/secure/mt_%5D_2018_board_election)  Online votes must be cast no later than February 23, 2018. Complete voting instructions and the slate of candidates are on our website.  The results of the election will be announced at the Annual Membership Event prior to our Jeannette Rankin Civil Liberties Award Reception in Great Falls on Saturday, March 3. [Please join us!](https://www.aclumontana.org/en/events/jeannette-rankin-civil-liberties-award-reception-three-civil-liberties-champions)  Every [vote](https://action.aclu.org/secure/mt_%5D_2018_board_election) matters. Thank you for your support!  Have questions? Call our office at 406.203.3376 or email us at [aclu@aclumontana.org](mailto:aclu@aclumontana.org). We’re here to help!  Sincerely,  ACLU of Montana |

|  |
| --- |
| **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:** |
| No twitter post as only eligible members may vote. |