**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 of Montana |

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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.** |
| beallk@aclumontana.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.” |
| We need you! Stand up for immigrants’ right in Montana! |

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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. |
| Demand accountability from local authorities who collaborate with ICE to enforce inhumane immigration policies! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://www.aclumontana.org/en/news/standing-immigrants-standing-ice |

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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. |
| There can be no doubt that the Trump Administration and Jeff Sessions’ Department of Justice are looking to set a national precedent of denying immigrants’ rights based on events last week in Montana.  Arturo Valerio-Gonzales had been in the Gallatin County Detention Facility since June as a result of an ICE “detainer.” The detainer requires no probable cause, due process, or neutral judicial review to jail a person indefinitely. This allows ICE detainers to be based on racial profiling and deny a person’s rights based on the color of the skin or the languages they speak.  The ACLU of Montana signed on in support of Arturo’s public defenders’ challenge to his ICE detainer. Soon after, Attorney General Tim Fox signed on in opposition. This was quickly followed by Jeff Sessions’ DOJ intervening to bolster the Trump administration’s illegal and inhumane immigration policy. On Thursday, a group of [Montana human rights’ organizations](https://www.aclumontana.org/en/news/standing-immigrants-standing-ice) issued a statement in opposition to our nation’s anti-immigrant policies.  That evening, in an underhanded and unexpected turn of events, local authorities thrust Arturo into ICE custody in order to avoid going to court over Gallatin County’s voluntary participation in detaining immigrantsThe judge, released Arturo from county custody, knowing fully that doing so would give ICE the opportunity to seize Arturo. It is also no coincidence that ICE was waiting outside the county courthouse to detain Arturo. We need you to make your voices heard!  Call the Gallatin County Attorney, Marty Lambert, at (406) 582-3745 and Gallatin County Detention Center Administrator, Jason Jarrett, at (406) 582-2130. Tell them:   1. Turning Arturo Valerio-Gonzales over to ICE was a dirty and unethical manipulation of our legal system. 2. Collaborating with ICE to enforce inhumane immigration laws, and at the expense of local resources, degrades what it means to be a Montanan. By using your authority and doing so willingly, you are propping up a racist immigration system. 3. We demand better. Destroying due process protections and the principle that an individual cannot be jailed without probable cause is completely unacceptable. 4. We will stay engaged and continue to demand accountability and justice for Arturo.   Thank you for standing with immigrants. We will continue to keep you updated on Arturo’s status.  Sincerely, ACLU of Montana |

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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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