**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 North Dakota |

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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.** |
| [jfarley@aclu.org](mailto:jfarley@aclu.org)  [jcook@aclu.org](mailto:jcook@aclu.org)  [ajorgensen@aclu.org](mailto:ajorgensen@aclu.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.” |
| Get out and vote, North Dakota! |

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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. |
| Brush up on the latest ND voting laws before voting today. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <http://www.dot.nd.gov/divisions/driverslicense/addnamechange.htm> |

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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. |
| Dear friend,  It’s time to vote, North Dakotans! Today is the day North Dakotans will decide which candidates will appear on the November ballot and elect candidates who will represent them in local government. Each North Dakota voter is eligible to vote for any party in the primaries. While voting in North Dakota may appear to be seamless, we want to make sure you’re prepared.  **Voting laws are consistently changing for North Dakotans. Here’s what you need to know when you head to the polls to vote in the primary this month:**   * Bring an ID. * If your ID is not current, bring supplemental documentation. * Utility bills * Bank statements * Tribal government issued documents * Birth certificate * Passport   **Voter affidavits are out, set-aside ballots are in**. Should you forget your ID or supplemental documents, you are able to vote using a set-aside ballot. This allows you to return to the polling place on election day to show your ID or supplemental documents OR return to a designated election office within SIX DAYS of the election with your supporting documents or ID in order for your vote to be counted.  The fight for voting rights remains as critical as ever. Don’t miss your chance to exercise this vital right! Should you have any issues at your polling place, let us know immediately by filling out our intake form here.  Happy voting!  ACLU of North Dakota  **PS - Share your voting experiences online with us by tagging the ACLU of North Dakota on Facebook or Instagram!** |

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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:** |
| Attention fellow North Dakotan voters! Are you up on the latest laws? Check out the ACLU of North Dakota’s website for more info. www.aclund.org |