**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 Idaho |

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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.** |
| [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  [mkennedy@acluidaho.org](mailto:mkennedy@acluidaho.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.” |
| The Primary Election is today. Get out and vote! |

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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. |
| Have a voting plan and use our legislative scorecard to make sure you’re prepared for the polls. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://apps.idahovotes.gov/YourPollingPlace/AmIRegistered.aspx>  <https://apps.idahovotes.gov/YourPollingPlace/WhereDoIVote.aspx>  <https://idahovotes.gov/county-clerks/>  <https://www.acluidaho.org/en/publications/2018-legislative-reportlegislative-scorecard>  <https://intake.acluidaho.org/> |

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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. |
| Today is May 15, which means it’s Election Day for the 2018 Primary!  As a part of our efforts to get out the vote, we’d encourage voters to have a voting plan in place before heading to the polls:   1. Are you registered to vote with your current address? Remember you can register on the same day that you vote, however be sure to bring a photo identification and proof of residency if not already found on an accepted form of I.D. Check your registration status [here](https://apps.idahovotes.gov/YourPollingPlace/AmIRegistered.aspx) 2. Do you know your polling place and its hours of operation? Find out [here](https://apps.idahovotes.gov/YourPollingPlace/WhereDoIVote.aspx) or you can always contact your [County Clerk](https://idahovotes.gov/county-clerks/). 3. How will you get to your polling place? It might sound silly but securing a ride to the polling location can make all the difference in being able to successfully cast your vote. Driving? Offer to bring a friend, neighbor or family member. 4. Do you need assistance? Federal law allows a person with a disability or difficulty with English to bring a person of choice into the booth to help. 5. Do you have everything you need to successfully cast your vote?  If you are already registered to vote or registered early, you DO NOT need to present a photo I.D. to vote and can instead sign the Personal Identification Affidavit. 6. If you feel your right to vote is violated, report it to the ACLU of Idaho [online](https://intake.acluidaho.org/), via phone (208 344 9750) or by mail (P.O. Box 1897, Boise, Idaho 83701. If you are experiencing problems voting or if you have further questions about the voting process, contact the Election Protection Hotline at 866-OUR-Vote.   REMEMBER: Only registered Republican voters will be allowed to vote in the Republican Primary. Registered members of any party and those who do not affiliate with a party will be allowed to vote in the Democratic Primary. If you are a first time voter or unaffiliated with a party, you can select a ballot for either the Republican or Democratic primary on Election Day.  Besides a voting plan for Election Day, you can prepare yourself for the polls by taking a look at our 2018 Legislative Report and Legislative scorecard.  We break down the 80-day legislative session and tally lawmakers’ issues to let you know where your legislators stand on an array of civil liberty issues, including criminal justice, women’s health, education and free speech. [Read it today](https://www.acluidaho.org/en/publications/2018-legislative-reportlegislative-scorecard)!  Outside of the May 15 Primary election, we hope you’ll use the legislative report and scorecard to provide your state Representative Senator feedback on their votes during the 2018 Legislative Session as we believe direct communication with your elected officials is a valuable way to encourage them to stand up for freedom and defend our constitutional rights.  There is a lot at stake tomorrow and we hope you’ll get to the polls and play a part in our democracy by exercising your right to get out and vote.  In solidarity,  Maria Kennedy  Legislative Fellow  ACLU of Idaho  mkennedy@acluidaho.org |

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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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