**EMAIL SET-UP**

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| **Affiliate Name** | ACLU of Idaho |

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| **Mailing Date:** | **1/10/2018** | **Flexibility:** | ☐ Can't be moved  ☐x Slightly moveable, up to 3 days ☐ Moveable, 3 to 5 days |

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| **Target Audience** |
| ☐x 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** |
| Jeremy Woodson [jwoodson@acluidaho.org](mailto:jwoodson@acluidaho.org)  Kathy Griesmyer [kgriesmyer@acluidaho.org](mailto:kgriesmyer@acluidaho.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 ☐X Please use a stock image - Something legislative related  ☐ 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.” |
| Bring It On! |

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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. |
| We’re ready to defend civil liberties during the 2018 Legislative Session |

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| **Side Box Content** |
| ☐ Remove side box ☐x Include side box  Side box to contain stock legislative image and link to our legislative page on ACLU – Id website  https://www.acluidaho.org/en/legislation |

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| **Hyperlinks for email message** |
| Link to legislative page on website: <https://www.acluidaho.org/en/legislation/2017-legislative-session> - Jeremy update for new 2018 website page  Link to lobbyist toolkit – Jeremy update once it’s posted online |

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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. |
| ACLU friends and supporters -  Monday, January 8th kicked off the first day of the 2018 Legislative Session. With this being Governor Otter’s last session in office and the forthcoming statewide elections later this year, we’re expecting 2018 to be a busy year inside the Idaho Statehouse.  In 2017 we faced many highs and lows throughout the legislative session – including the introduction of harmful anti-immigrant legislation (link to: https://www.acluidaho.org/en/legislation/2017-anti-sanctuary-legislation), the defeat of “Marsy’s Law” constitutional amendment (link to: https://www.acluidaho.org/en/legislation/2017-victims-rights-constitutional-amendment), to attempts to restrict access to early voting (link to: https://www.acluidaho.org/en/legislation/2017-restrictions-early-voting).  With the session still in the early stages, it is unclear what civil liberties battles we will face during the coming weeks and months. But, we can start the year by sharing with you the issues we will proactively be advancing at the legislature, including a strong slate of criminal justice reform efforts. And that’s not all – we’re committed to keeping public school dollars inside public schools, defending a woman’s right to make her own healthcare decisions, and protecting the rights of all who call Idaho home regardless of their immigration status or religious beliefs. To get all the details of our 2018 legislative work, we invite you to learn more about our priorities for the upcoming [session](https://www.acluidaho.org/en/legislation/2017-legislative-session) (insert link to 2018 legislative page).  And just in time for the beginning of the 2018 session, we’re pleased to present our brand new Lobbying 101 Toolkit (link to lobby toolkit). With this toolkit, you too can impact civil rights policy in Idaho by communicating and sharing your story with your elected officials. It is our job to elect our Representatives and Senators, which means it is also our job to hold them accountable to the issues that matter most to us.  Inside you will find a review of the legislative bill making process, the best ways to communicate with elected officials, and how to share your story with the media – everything you need to start impacting civil rights policy here in Idaho!  Finally, keep in touch with us throughout the session by “liking” ACLU of Idaho on Facebook and “following” us on Twitter and Instagram at @acluidaho. There you will find up-to-date legislative news from inside the Statehouse.  As always, the start of every legislative session brings with it renewed dedication to ensure the U.S. and Idaho Constitutions, and the rights they afford all Idahoans, are well protected and defended. Rest assured – the ACLU of Idaho will continue to be a safeguard of civil liberties throughout the legislative session.  In solidarity,  Kathy Griesmyer  Policy Director |