**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)  [kgriesmyer@acluidaho.org](mailto:kgriesmyer@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.” |
| SB 1243: “Abortion Reversal” Informed Consent bill is dangerous to women’s health |

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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. |
| SB 1243 would require the department of health to provide an Idaho woman with medically inaccurate information as she prepares to get abortion care. Contact Idaho lawmakers and tell them to oppose this legislation. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/ACLUIdaho/>  <https://twitter.com/acluidaho>  <https://www.acluidaho.org/en/legislation/2018-sb-1243-abortion-reversal>  <https://www.acluidaho.org/en/publications/talking-points-oppose-sb-1243-abortion-reversal-informed-consent>  <https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HSTA/#hcode-tab-stylez>  <https://legislature.idaho.gov/sessioninfo/2018/legislation/s1243/> |

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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. |
| SB 1243 intends to require the Department of Health and Welfare to provide Idaho women with medically inaccurate information as they prepare to get abortion care. This bill has This is the second consecutive year this bill has been introduced in the Idaho Legislature.  [**Contact your representatives and tell them to protect women’s reproductive rights and oppose this legislation!**](https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HSTA/#hcode-tab-stylez)  This bill would require that during the state-mandated counseling period, which women must receive prior to an abortion, medical providers tell women that a medication abortion may be reversed, a claim that is not supported by the body of scientific or medical evidence. SB 1243 has passed through the Senate and is now moving to the House State Affairs committee. We will be announcing the time and place of the next hearing for this bill on Facebook and Twitter.  [Contact members of the House State Affairs Committee and tell them to oppose SB 1243!](https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HSTA/#hcode-tab-stylez)  The concept of so-called “abortion reversal” is based on a 2012 study by anti-abortion doctor George Delgado in which the methodology was not scientifically sound and results were inconclusive. Eight notable medical groups have signed a letter stating that the medication abortion reversal claim is wholly unsubstantiated by any reliable evidence, with no basis in medical science.  Further, SB 1423 aims to undermine a woman’s right to a safe abortion. It is clear that this bill is not about safety, but instead is an act of political interference into a woman’s private medical decision and seeks to block access to a safe, legal medical procedure.  **Bottom line**: forcing medical providers to give medically inaccurate and misleading information is detrimental to women’s health.  **Here’s what you can do:**  Contact members of the House State Affairs Committee and tell them to oppose SB 1243You can find contact information for the committee members on the [Idaho Legislature website](https://legislature.idaho.gov/sessioninfo/2018/standingcommittees/HSTA/#hcode-tab-stylez).  **Don’t know what to say?** We have put together [talking points that can be used to guide your discussions with lawmakers when encouraging them to oppose this legislation](https://www.acluidaho.org/en/publications/talking-points-oppose-sb-1243-abortion-reversal-informed-consent).  We will announce the details about the upcoming hearing in the House State Affairs Committee and any updates on this bill via social media. Follow us on [Facebook](https://www.facebook.com/ACLUIdaho/) and [Twitter](https://twitter.com/acluidaho) today!  Sincerely,  Kathy Griesmyer  Policy Director  [ACLU of Idaho](https://www.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:** |
| Oppose: Tell Idaho lawmakers that SB: 1243 “Abortion Reversal” Informed Consent is dangerous for women’s health! |