**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)  [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.” |
| ACLU of IDAHO 2018 Let Me Vote Campaign |

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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 kicking off our voter education campaign to make sure you have all the information you need when you head to the polls. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.acluidaho.org/en/know-your-rights/2018-let-me-vote-your-rights-voter>  <https://apps.idahovotes.gov/OnlineVoterRegistration>  <https://sos.idaho.gov/elect/VoterReg/voter_registration.pdf>  <https://idahovotes.gov/county-clerks/>  <https://www.facebook.com/ACLUIdaho/>  <https://twitter.com/acluidaho>  <https://www.instagram.com/acluidaho/> |

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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 Supporter,  The ACLU of Idaho is excited to announce the launch of our **2018 Let Me Vote** campaign which focused on voter education around our Primary and General elections. We’ve put together a wealth of freshly updated [Know Your Rights Voting Materials](https://www.acluidaho.org/en/know-your-rights/2018-let-me-vote-your-rights-voter) on our website with all the important dates, deadlines and procedures to ensure you’re accurately informed come election day.  Your refreshed voting materials include:   * General Election Know Your Rights * Primary Election Know your Rights * Transgender Voting Rights * Voting with a Criminal Conviction   All materials in English and Spanish are available to download or print on our [2018 Let Me Vote resource webpage](https://www.acluidaho.org/en/know-your-rights/2018-let-me-vote-your-rights-voter). Take a look today!  Act now! The first major voting deadline is only a week away! Friday March 9, 2018 is the last day to change your party affiliation for the 2018 Primary election if you are already affiliated with a political party.  **Why is this important?** In Idaho the republican party has a closed primary while the Democratic Party has an open primary. This means that in order to vote in the May 15 Republican Primary, you MUST be a member of the Republican Party. To vote in the May 15 Democratic Primary, you can be a member of any political party or unaffiliated with a party.  If you have an Idaho driver’s license or ID card, you can change your party registration and [register to vote online](https://apps.idahovotes.gov/OnlineVoterRegistration). You can also change your party registration by mailing in [an Idaho Voter Registration Form](https://sos.idaho.gov/elect/VoterReg/voter_registration.pdf) with your new party affiliation or at your local County Clerk’s office. Please [click here](https://idahovotes.gov/county-clerks/) to find contact information for your county clerk.  Important dates to keep in mind:  **Friday, March 9, 2018** – Deadline for changing your party affiliation if:   1. you plan to vote in the Republican Primary, and 2. you ARE NOT already affiliated with the Republican Party   **Tuesday May 15, 2018 –** 2018 Primary Election  One of the ways our democracy is ensured is through voting. Voting rights have been a contentious issue throughout America's history, and the ACLU of Idaho wants you to be able to continue to exercise your rights at the ballot box. Be sure to check out our newly updated Let Me Vote resource webpage for the answers to your voting questions and to learn more about your rights at the polls.  In addition to our website, we’ll be sending out periodical emails with important dates and deadlines as well as keeping you updated with voter information via social media. Follow us on [Facebook](https://www.facebook.com/ACLUIdaho/), [Twitter](https://twitter.com/acluidaho) and [Instagram](https://www.instagram.com/acluidaho/) today!  Sincerely,  The ACLU of Idaho Civic Engagement Team |
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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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