**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 \*\*** | 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.) |
| 83701, 83702, 83703, 83704, 83705, 83706, 83707, 83708, 83709, 83711, 83712, 83713, 83713, 83714, 83715, 83719, 83720, 83722, 83725, 83728, 83729, 83735, 83756, 83799 |

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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.** |
| 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.” |
| Meet the Candidates! |

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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. |
| Join us for the October 4th Boise City Council Candidates’ Forum |

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| **Side Box Content (Action & Event format only)** |
| Please use attached photo and include link to FB event.  Boise City Council Candidates’ Forum  Wednesday, October 4, 2017  6:30-8:30 pm  Boise Bicycle Project  1027 S Lusk St, Boise, Idaho 83706 |

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| **Hyperlinks for email message \*\*** |
| https://www.facebook.com/events/378484115902398/?ref=br\_rs |

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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. |
| With November quickly approaching, fall is nearly here, which means so is election season. And as a Boise city resident, come November 7th you have the opportunity to select who will be the next leaders of the Boise City Council.  Selecting your next local city leader might appear daunting, which is why the ACLU of Idaho is partnering with local non-profits in the Boise area to bring the candidates to you to address the issues that matter most in our local communities.  During the forum you’ll hear directly from your Boise City Council Candidates on a number of topics including: civil rights, transportation, sustainability, fair & affordable housing, and equitable economic development.  The forum begins at 6:30 pm at the Boise Bicycle Project, located at 1027 S Lusk St, Boise, Idaho 83706. Following the forum, candidates will be on hand for a meet and greet with attendees, giving you an additional opportunity to make sure the candidates know about what matters most to you, your family, friends and neighbors.  The forum is free and family friendly. Languages provided include: English, Spanish, Arabic, American Sign Language    Forum Hosts: [Intermountain Fair Housing Council](https://www.facebook.com/FairHousing/), [Idaho Coalition Against Sexual & Domestic Violence](https://www.facebook.com/IdahoCoalition/), [ACLU of Idaho](https://www.facebook.com/ACLUIdaho/), [Idaho Sierra Club](https://www.facebook.com/Sierra.Club.Idaho.Chapter/), [United Vision for Idaho](https://www.facebook.com/groups/UnitedVisionforIdaho/), [Boise Bicycle Project](https://www.facebook.com/BoiseBicycleProject/), [Conservation Voters for Idaho](https://www.facebook.com/ConservationVotersforIdaho/)Education Fund, [Add the Words, Idaho](https://www.facebook.com/addthewords/), [Upper Snake River Tribes Foundation](https://www.facebook.com/UpperSnakeRiverTribes/), [Snake River Alliance](https://www.facebook.com/snakeriveralliance/), [Tidwell Social Work Services & Consulting](https://www.facebook.com/tidwellsocialwork/), [Idaho Organizing Project](https://www.facebook.com/idahoorganizingproject/), [The International Rescue Committee in Boise](https://www.facebook.com/IRCboise/), [Interfaith Equality Coalition](https://www.facebook.com/interfaithequalitycoalitionidaho/), [Planned Parenthood Votes Northwest and Hawaii](https://www.facebook.com/PPVNH/)  Volunteer Opportunity: We’re also looking for individuals who can provide outreach and advertising support prior to the candidate forum as well as logistical event support during the debate. Volunteer opportunities include: distributing event posters at local Boise businesses, set-up and take-down the day of the event, and event greeters. If you’d like to sign up for a volunteer shift, please email kgriesmyer@acluidaho.org.  We hope you’ll join us at the Boise City Council Candidates’ Forum for a night of discussion and voter empowerment.  In solidarity,  Kathy Griesmyer  Policy Director |

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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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