**EMAIL SET-UP**

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| **Affiliate Name** | Montana |

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| **Mailing Date:** | 6/14/2018 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |

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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** |
| [morenoz@aclumontana.org](mailto:morenoz@aclumontana.org), [kileenm@aclumontana.org](mailto:kileenm@aclumontana.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  Please use a stock image  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.” |
| March with the ACLU of Montana at BIG SKY PRIDE 2018 |

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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 in celebrating the recent victories and in supporting the work still left to be done! |

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| **Side Box Content** |
| Remove side box  Include side box  When: Saturday, June 16th   * Parade – 11AM to 12PM * Rally and Festival – 12PM to 5PM   Where:   * Parade – Front Street, between 13th and Neill, Helena, MT * Rally and Festival – Heritage & Pioneer Park, Helena, MT |

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| **Hyperlinks for email message** |
| <https://www.facebook.com/aclumontana/videos/10155012357089058/>  <https://www.facebook.com/events/1683559725084993/>  <https://www.bigskypride.com/>  <https://www.instagram.com/aclu_montana/> |

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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. |
| Dear Friend,    Join ACLU of Montana at Big Sky Pride 2018 in Helena, June 14th – 17th. Take a break and celebrate with LGBTQ friends and allies in the Capital City. Watch this video featuring SK Rossi, Director of Advocacy and Policy, to hear more about what Montanans have accomplished to promote and advance LGBTQ rights [insert FB video hyperlink].  On Saturday June 16th, join us at the Pride parade at 11AM. We will be marching and we invite you to join. RSVP here [insert FB event hyperlink]. After the parade, there is a rally at Pioneer park at noon where speakers will discuss recent victories and issues still impacting our LGBTQ community. Come by our table anytime between noon to 5PM at Pioneer Park to learn more about the work ACLU of Montana is currently involved in. We will have more information about our work to fight I-183 and protect our trans and nonbinary friends and family.  Put on your most colorful Pride swag and come out for the celebration!  For more information on Big Sky Pride 2018, visit the official website: [hyperlink].  Can’t wait to see you there!  Zuri Moreno  ACLU of Montana  [morenoz@aclumontana.org](mailto:morenoz@aclumontana.org)  P.S. Can’t make it to Helena for Big Sky Pride? Follow us on Instragram [insert Instagram hyperlink] for photos and videos of the celebration! |