**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 Montana |

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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.** |
| beallk@aclumontana.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.” |
| It’s time to celebrate! Montanans reject discrimination and the I-183 ballot initiative! |

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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 this Sunday in Helena! |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| https://www.aclumontana.org/en/press-releases/montanans-stand-trans-and-non-binary-community-reject-discrimination-and-i-183 |

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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,  We are so excited to celebrate the fierce defeat of I-183! This anti-LGBTQ ballot initiative failed to collect enough signatures and will not be on the November ballot.  Because of Montanans like you who showed up for the LGBTQ community and rejected a ballot initiative intended to intimidate and harm our transgender and non-binary friends and neighbors, Montana remained united in the face of discrimination.  **And now it’s time to celebrate!** Join us and the Free and Fair Montana campaign this Sunday, July 22nd, in Helena from 2:00 to 5:00 p.m. at Barney Park. For more information, check out Free and Fair Montana’s [Facebook event page.](https://mtcivilliberties.nationbuilder.com/r?u=https%3A%2F%2Fwww.facebook.com%2Fevents%2F2136585049951402%2F&e=eaddf88957556089c51b19a586733398&utm_source=mtcivilliberties&utm_medium=email&utm_campaign=f_fmt_invite&n=1&test_email=1) If you are not on Facebook, fill out [this form](https://mtcivilliberties.nationbuilder.com/r?u=https%3A%2F%2Fgoo.gl%2Fforms%2FFLERNIjW4woIvgug1&e=eaddf88957556089c51b19a586733398&utm_source=mtcivilliberties&utm_medium=email&utm_campaign=f_fmt_invite&n=2&test_email=1) to RSVP. All supporters are invited and the event is free and open to all.  As we take a moment for this well-earned celebration, the fight for equality continues. This means we all must show up to advance the rights of trans and non-binary Montanans in the legislature, at the ballot box, and in every Montana community. And we couldn’t do it without you!  Here’s a few ways you can continue the momentum:   * Follow Trans Visible Montana on [Instagram](https://www.instagram.com/transvisiblemontana/), [Twitter](https://twitter.com/TransVisibleMT), and [Facebook](https://www.facebook.com/TransVisibleMontana/).  **Trans Visible Montana** is a group doing amazing work to uplift stories, bring communities together, and create awareness about the issues affecting our trans and non-binary neighbors. * [Contact](mailto:transvisiblemt@gmail.com) Trans Visible Montana for more information on volunteer opportunities and other ways to get involved.   See you on July 22nd!   Cheers,  Zuri Moreno  Advocacy and Policy Assistant |

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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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