



## Introduction

The FDDC Email System (FES) has the ability to send slate cards to voters. It works in conjunction with the Slate Card Generator, using the voter's sub-precinct and voter ID numbers to determine the correct slate card style for that voter. The recipient will see an image of the slate card when they open the email. Clicking on the slate card image will take the user to a printable PDF version.

Obviously, you cannot send slate cards using FES until you have completed the process of generating them in EMS.

[SKIP TO THE STEP-BY-STEP INSTRUCTIONS](#)

## Custom Links

The slate cards reside on the EMS server, which is separate from FES. The URLs for the slate cards are calculated using the following format:

**Slate Card Image:** <https://fldems.us/<CountyToken>0<PrecinctSplit>>

**Slate Card PDF:** <https://fldems.us/<CountyToken>0<PrecinctSplit>/<VoterIDNumber>>

**County Token:** a case-sensitive two-letter code that corresponds to the voter's county (see the table at the end of this article)

**Campaign Code:** use the default value of zero (0). Click tracking will be handled in FES.

You can optionally use the single character A-Z campaign code generated by EMS to allow click-tracking in EMS.

**Precinct Split:** the sub-precinct where the voter resides. This is stored in FES

**Voter ID Number:** the unique state-assigned voter number. This is also stored in FES

### Use of custom fields

PrecinctSplit and VoterIDNumber are custom fields in FES. We use these to create URLs on the fly which correspond to each voter's unique information set.

**Image Link in FES:** <https://fldems.us/cm0%%PrecinctSplit%%>

**PDF Link in FES:** <https://fldems.us/cm0%%PrecinctSplit%%/%%VoterIdNumber%%>

Custom fields begin and end with %% signs. The actual values for these fields get filled in when the email is sent. As a result, you can only see the results of your work by sending the email to

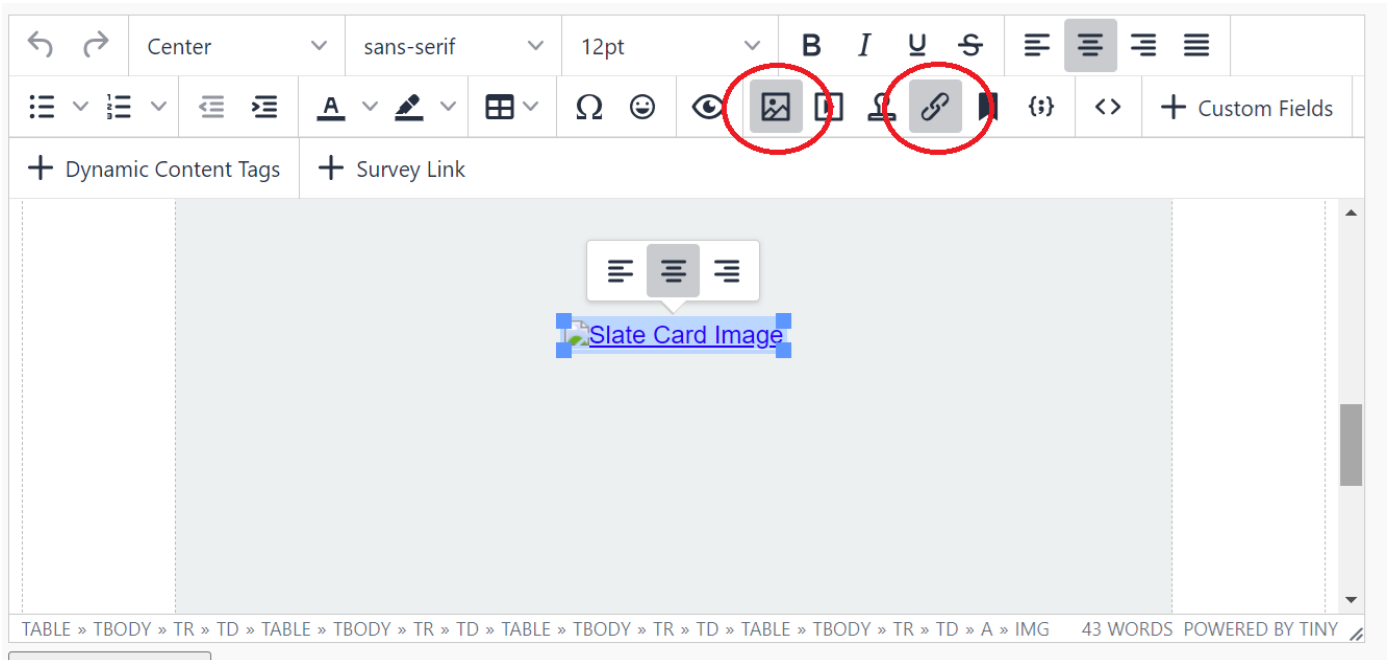
yourself using the 'Send an Email Campaign' function. Slate cards will not display in Preview mode.

### County Tokens

The example above has a county token of 'cm', which corresponds to Lee County. You will have to manually edit this token in both links to insert the correct case-sensitive token for your county (see table below).

## Steps for Creating a Slate Card email

- Create a new email using the template "FES Slate Cards"
- Click on the words "Slate Card Image" to activate the "Insert/Edit Image" and "Insert/Edit Link" buttons.



- Modify the two-letter county token to match your county (see table below)
- Do this for both links

- Customize the content as desired. At a minimum:
  - Add your organization's logo
  - Add your signature block
  - Update the disclaimer

## Testing Your Slate Card Email

- Slate cards will not display in preview mode.
- You must do a scheduled send to your test list to verify functionality
- Recipients in your test list must have valid PrecinctSplit and VoterID numbers

### County Token Codes

County	Name	Token
ALA	Alachua	Ac
BAK	Baker	Ag
BAY	Bay	Ak
BRA	Bradford	Ao
BRE	Brevard	As
BRO	Broward	Aw
CAL	Calhoun	aa
CHA	Charlotte	ae
CIT	Citrus	ai
CLA	Clay	am
CLL	Collier	aq
CLM	Columbia	au
DAD	Miami-Dade	ay
DES	Desoto	Bc
DIX	Dixie	Bg
DUV	Duval	Bk
ESC	Escambia	Bo
FLA	Flagler	Bs
FRA	Franklin	Bw
GAD	Gadsden	ba
GIL	Gilchrist	be
GLA	Glades	bi
GUL	Gulf	bm

HAM	Hamilton	bq
HAR	Hardee	bu
HEN	Hendry	by
HER	Hernando	Cc
HIG	Highlands	Cg
HIL	Hillsborough	Ck
HOL	Holmes	Co
IND	Indian River	Cs
JAC	Jackson	Cw
JEF	Jefferson	ca
LAF	Lafayette	ce
LAK	Lake	ci
LEE	Lee	cm
LEO	Leon	cq
LEV	Levy	cu
LIB	Liberty	cy
MAD	Madison	Dc
MAN	Manatee	Dg
MRN	Marion	Dk
MRT	Martin	Do
MON	Monroe	Ds
NAS	Nassau	Dw
OKA	Okaloosa	da

ORA	Orange	di
OSC	Osceola	dm
PAL	Palm Beach	dq
PAS	Pasco	du
PIN	Pinellas	dy
POL	Polk	Ec
PUT	Putnam	Eg
SAN	Santa Rosa	Ek
SAR	Sarasota	Eo
SEM	Seminole	Es
STJ	St. Johns	Ew
STL	St. Lucie	ea
SUM	Sumter	ee
SUW	Suwannee	ei
TAY	Taylor	em
UNI	Union	eq
VOL	Volusia	eu
WAK	Wakulla	ey
WAL	Walton	Fc
WAS	Washington	Fg

### County Token Codes

County	Name	Token
OKE	Okeechobee	de

### County Token Codes

County	Name	Token
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