**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 New Jersey |

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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.** |
| apeltzman@aclu-nj.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.” |
| Rep Jersey at the ACLU membership conference |

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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. |
| Register, meet other New Jerseyans, bring back what you learn |

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| **Side Box Content (Action & Event format only)** |
| You belong at the ACLU membership conference, June 10-12 in Washington, DC. It’s less than a month away – register! |

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| **Hyperlinks for email message \*\*** |
| <https://conference.aclu.org/ehome/314332?reference=eml_aff_180518_NJ_membconf18> |

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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,  You have an opportunity to show how strong the Jersey resistance is and a chance to get to know other dedicated activists from New Jersey. It’s happening at the ACLU membership conference, June 10-12 in Washington, DC, and we’re saving a spot for you. [Register now.](https://conference.aclu.org/ehome/314332?reference=eml_aff_180518_NJ_membconf18)  Here are just a few of the people who will be there:  \* ACLU-NJ Executive Director Amol Sinha, plus members of the ACLU-NJ staff and board, as well as fellow New Jersey activists  \* Leaders in advocacy like Senator Elizabeth Warren and Cecile Richards, president of Planned Parenthood  \* Talented performers and public figures like Kerry Washington and Lewis Black  It’s going to be an unforgettable conference. At times like these, it’s more important than ever to gather together. And it’s never been more important to bring the knowledge you’ll gain at the conference back to New Jersey with you.  We hope to see you at the 2018 ACLU Membership Conference! Register as soon as you can.  Sincerely,  ACLU of NJ  P.S. If you have already registered, please forward this email to friends, family, and other allies. |

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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:** |
| You belong at the ACLU Membership Conference. On June 10-12 in DC, meet other activists, see incredible advocates and performers, and bring back what you learn. Register now via @aclunj: <https://conference.aclu.org/ehome/314332?reference=eml_aff_180518_NJ_membconf18> |