**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](mailto: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.” |
| How you can #KeepFamiliesTogether in NJ & the US |

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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. |
| Families belong together, in New Jersey and everywhere |

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| **Side Box Content (Action & Event format only)** |
| Families belong together. Find an action near you to help put an end to the cruel policies that are brutalizing our communities. [RSVP] |

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| **Hyperlinks for email message \*\*** |
| <https://www.nyclu.org/en/press-releases/court-stays-deportation-father-arrested-immigration-interview>  <https://peoplepower.org/>  <https://act.moveon.org/event/families-belong-together/>  <https://firstfriendsnjny.org/>  <http://www.rchighlandpark.org/justice-mercy/>  <https://www.maketheroadnj.org>  <https://www.windofthespirit.net>  <https://www.njimmigrantjustice.org>  <https://www.afsc.org/program/immigrant-rights-program-newark-nj> |

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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 ACLU-NJ supporter,  It’s been heartbreaking to witness the separation of families at the border. It’s also been inspiring to see how fiercely you’ve mobilized against the Trump administration’s backward policies. Thank you for making our voices heard. It’s making a difference.  We wanted to tell you about the work we’re doing in New Jersey and nationally, and what role you can play to help families who are suffering.   1. Hundreds of people packed the street outside Elizabeth Detention Center on Father’s Day to say that families belong together. U.S. Congress members from NJ and NY spoke with people inside separated from their children. They had to wait an hour, and ICE papered over the windows to prevent them from seeing inside.   The ACLU is representing the people who have been separated from their children at the border in a class-action suit, and the ACLU-NJ is supporting those efforts locally. We’re also partnering with NYCLU on a case representing the husband of a U.S. citizen and father of two who went for a scheduled green card interview and left in ICE custody. [On Friday, a court temporarily halted his deportation so that his case can proceed in court](https://www.nyclu.org/en/press-releases/court-stays-deportation-father-arrested-immigration-interview).   1. We reached a key milestone: the NJ budget will have a legal representation program for people in detention facing deportation, with $2.1 million in the budget. It’s a start, but we need to make sure it gets more funding to help everyone jailed by ICE who needs legal assistance. We’ll be calling on you to help.   As the Trump administration replaced one cruel immigration policy with another, New Jersey’s Governor Phil Murphy issued a powerful order: no state resources can be used to separate families solely because of immigration violations. We’re working with the administration on even stronger protections, and we’ll also be asking for your help to make them reality.   1. You’ve asked how you can help. We have answers. First, if you’re not following [ACLU’s People Power](https://peoplepower.org/), you should start. It’s a grassroots platform with information on the latest actions, protests, and trainings happening throughout the entire country. The next day of action is June 30, in communities throughout NJ – [find the closest one to you and RSVP](https://map.peoplepower.org/) to #KeepFamiliesTogether.  If you’ve got time, two amazing community organizations we work with, [First Friends of NJ/NY](https://firstfriendsnjny.org/) and [the Reformed Church of Highland Park](http://www.rchighlandpark.org/justice-mercy/), enlist volunteers to visit with people held in detention and help directly in other ways, like writing letters or providing translation. (If you’d like to donate or get involved in other ways, our partners that could benefit from support include [Make the Road New Jersey](https://www.maketheroadnj.org/), [Wind of the Spirit](https://www.windofthespirit.net/) in Morristown, the [New Jersey Alliance for Immigrant Justice](https://www.njimmigrantjustice.org/), and [American Friends Service Committee Immigrant Rights Program in Newark](https://www.afsc.org/program/immigrant-rights-program-newark-nj), to name just a few.)  Other things include: writing letters to the editor, pressuring your local officials to pass fair-and-welcoming policies, and keeping up the pressure on our officials in Washington through phone calls. Along with the national ACLU, we’ll keep you posted when there’s an urgent issue that needs your action.   Thank you for all you’re doing. We’ll see you at the next demonstration. We will bring this brutality to an end.  In Justice,  Amol |

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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:** |
| Family separations are happening at the border and in New Jersey, every single day. You can help put an end to it. RSVP for a June 30 action near you because #FamiliesBelongTogether: <https://map.peoplepower.org/> |