**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.) |
| Everyone but Essex County  **SUPPRESS:** 07102, 07017, 07189, 07198, 07109, 07003, 07006, 07007, 07009, 07184, 07017, 07018, 07019, 07021, 07004, 07028, 07003, 07105, 07111, 07193, 07188, 07039, 07040, 07199, 07041, 07042, 07043, 07101, 07103, 07104, 07105, 07106, 07107, 07108, 07112, 07114, 07175, 07184, 07188, 07189, 07191, 07192, 07193, 07195, 07198, 07199, 07006, 07003, 07110, 07050, 07051, 07009, 07068, 07078, 07079, 07052, 07043, 07018, 07044, 07191, 07192, 07112, 07006, 07007  **Goes to all other members** |

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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.” |
| Bail reform one year later, on FB Live |

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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. |
| Leading legal minds weigh in on NJ’s bail reform – watch live on Feb. 22. |

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| **Side Box Content (Action & Event format only)** |
| **Sidebar:**  Bail Reform: One Year Later  A Facebook Live event  Monday, Feb. 22, 6-7:30 pm  [Watch live through The Marshall Project](https://www.facebook.com/events/1958163401168282/) |

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| **Hyperlinks for email message \*\*** |
| <https://www.facebook.com/events/1958163401168282/> |

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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,  After a year of bail reform, the results are in: the near-elimination of money bail in New Jersey has led to greater justice and public safety. And the entire country is paying attention.  The ACLU-NJ is excited to take part in a discussion sponsored by The Marshall Project and WNYC to reflect on that first year – Bail Reform: One Year Later, on Feb. 22.  We’re inviting you to participate through Facebook Live on Monday, Feb. 22, from 6 to 7:30 pm. [RSVP at The Marshall Project](https://www.facebook.com/events/1958163401168282/).  Some of the leading thinkers on criminal justice will take part, including ACLU-NJ Senior Supervising Attorney Alexander Shalom, who was instrumental in bringing about bail reform and is still working to make it as strong as possible.  Marshall Project writer Alysia Santo will moderate the discussion, featuring – in addition to Alex – the administrative director of the New Jersey Courts, the director of the New Jersey Division on Criminal Justice, the New Jersey Public Defender, and the second vice president of the State Bar Association.  The future of criminal justice reform will be decided in part by what New Jersey does. The people leading the way will be on one stage, talking about that work. You really don’t want to miss this.  [Join the Facebook Live event on Monday, Feb. 22, 6 pm](https://www.facebook.com/events/1958163401168282/). We’ll chat with you there!  ACLU-NJ |

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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:** |
| 1 year in, it’s clear: NJ’s near-elimination of money bail advances justice & safety. The whole US is watching.  You can watch up close. We’re taking part in a @MarshallProj & WNYC discussion – Bail Reform: One Year Later, Feb. 22, 6 pm. Join us through Facebook live: <https://www.facebook.com/events/1958163401168282/> |