**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.) |
| **Goes only to Essex County:**  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 |

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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.” |
| Hear their stories of solitary confinement |

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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. |
| Survivors of solitary confinement discuss why it needs to end |

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| **Side Box Content (Action & Event format only)** |
| End Torture: End Solitary Confinement  Sunday, Feb. 25, 2018  3-6 p.m.  Rutgers School of Law Newark  123 Washington St., Newark, NJ 07102 |

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| **Hyperlinks for email message \*\*** |
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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,  In New Jersey’s prisons and jails, torture is an everyday occurrence: solitary confinement is used routinely as a form of punishment, despite widespread knowledge of its damaging effects.  On Feb. 25, the survivors of solitary will be sharing their stories. We hope you’ll be able to join us to hear firsthand why it’s so urgent for New Jersey to stop the routine use of this brutal punishment.  End Torture: End Solitary Confinement  Feb. 25, 3-6 pm  Rutgers School of Law Newark  123 Washington St., Newark, NJ 07102  RSVP  The event is free, and it will bring together survivors of solitary, advocates, and people in our communities concerned about the well-being of all New Jerseyans. We hope you can make it.  Sincerely,  Alexander Shalom  ACLU-NJ Policy Counsel |

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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:** |
| Torture is an everyday occurrence in NJ prisons and jails: solitary confinement is used routinely as punishment despite its known harms. Let’s end it. Hear the stories of its survivors Feb. 25, 3-6 pm, Rutgers. RSVP: |