**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), 973-854-1711 |

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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.” |
| Join us to honor the tenacious advocates who keep us free |

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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. |
| Join the ACLU-NJ for the 2018 Lights of Liberty awards dinner May 9 |

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| **Side Box Content (Action & Event format only)** |
| ACLU-NJ Lights of Liberty Awards Dinner  With keynote speaker Susan Herman, ACLU board president  Wednesday, May 9, 2018  The Manor  111 Prospect Ave., West Orange  6 pm cocktails, 7 pm program  RSVP |

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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,  I’m excited to share the lineup of this year’s Lights of Liberty awards dinner.  **You’ll want to save the date:** Wednesday, May 9, 2018, at The Manor in West Orange, 7 pm program, 6 pm cocktails. RSVP.  The evening’s keynote speaker and honorees show us every day that not all heroes wear capes:   * **Susan Herman**, president of the ACLU board of trustees, a law professor mobilizing the million-plus members of the ACLU’s resistance * **Jason Camilo**, an attorney representing Abdul, a man who was detained and nearly deported by immigration agents despite his visa for helping the U.S. armed forces in Afghanistan * **Make the Road New Jersey**, a grassroots organization that builds power among immigrant and working class communities * **Patterson Belknap Webb & Tyler**, PBWT, the law firm that successfully challenged discriminatory zoning against mosques in Bernards Township and Bayonne   They’re tenacious, brilliant advocates standing up every day to make New Jersey and America truly free. We can’t wait to honor Jason, Make the Road, and Patterson Belknap Webb & Tyler for their incredible work, and we can’t wait to hear dispatches from the national ACLU from Susan Herman.  RSVP now. We hope to see you on May 9 at The Manor!  Sincerely,  Amol Sinha  ACLU-NJ Executive Director |

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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:** |
| Honor the tenacious advocates who keep us free. Hear from the national ACLU board president. Save the date for the ACLU-NJ’s Lights of Liberty Awards Dinner, May 9 in W Orange. RSVP at [x] |