**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.” |
| Students’ dreams can’t wait – take 1 minute to call the Assembly |

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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. |
| Expand access to financial aid for New Jersey’s students |

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| **Side Box Content (Action & Event format only)** |
| Tell the Assembly to vote yes on making financial aid available to New Jersey students regardless of their immigration status. Call your lawmakers. |

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| **Hyperlinks for email message \*\*** |
| <https://p2a.co/626WV5P> |

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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,  No student should be forced to forgo college because they don’t have access to financial aid. Unfortunately, that’s the reality for countless New Jersey students who cannot afford college because their immigration status disqualifies them for assistance.  The Assembly votes on Thursday, April 12, on a bill to expand financial aid eligibility to students independent of their immigration status.  [Call your Assembly member now and tell them to vote yes on A3467 and A](https://p2a.co/626WV5P)3836. You can help our state’s students, and you can help our state.  New Jersey made history when it allowed New Jersey high school students to qualify for in-state tuition regardless of immigration status. However, it failed to make undocumented students eligible for financial aid. College has remained out of reach for too many New Jersey students because of where they were born.  We need to fill this gap and make sure all of our state’s promising students have opportunities to realize their potential and make New Jersey stronger.  [Call your Assembly member now, for when they vote on April 12](https://p2a.co/626WV5P). Let them know that A3467 and A3836 will make a significant difference in students’ lives and make our state a better place for everyone.  Sincerely,  Member |

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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:** |
| The dreams of NJ students can’t wait. Students in NJ, no matter their immigration status, should be able to apply for financial aid. Vote is 4/12, so timing is urgent. Call your Assembly members NOW. <https://p2a.co/626WV5P> |