**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), [kpotluri@aclu-nj.org](mailto:kpotluri@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.” |
| Candidates’ forum on racial justice this weekend, 9/16 |

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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. |
| Where do the candidates stand on racial disparities? Find out on Saturday. |

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| **Side Box Content (Action & Event format only)** |
| **Gubernatorial Town Hall on Racial Justice**  Saturday, Sept. 16  3:30 - 6 p.m.  Smith Hall, Essex County College  West Market St. and Martin Luther King Jr. Blvd, Newark  RSVP to the gubernatorial forum on racial justice |

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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 ACLU-NJ supporter,  We’re number one, but in this instance that’s not a good thing. New Jersey has the highest Black-white racial disparity in incarceration rates. That’s only one component of our state’s shameful racial disparities.  Where do the gubernatorial candidates stand on how to end these disparities and ways to challenge white supremacy? That’s what New Jersey community groups will ask on Saturday, Sept. 16, at a gubernatorial candidates’ town hall on racial justice. RSVP today for Sept. 16, 4-6 p.m.  **Gubernatorial Town Hall on Racial Justice**  Saturday, Sept. 16  3:30 - 6 p.m.  Smith Hall, Essex County College  West Market St. and Martin Luther King Jr. Blvd, Newark  RSVP to the gubernatorial forum on racial justice  It’s hosted by the Africana Institute of Essex County College, the Anti-Racist Alliance of North Jersey, and the Undoing Racism Committee of the Unitarian Universalist Congregation at Montclair. The ACLU-NJ, along with many of our partner organizations, is a co-sponsor.  Our state needs to end its racial inequalities, not only in the criminal justice system, but in poverty, employment, and health. This conversation will answer questions about the candidates’ ideas for getting us there. So far, Gina Genovese, Seth Kaper-Dale, Matthew Riccardi, and Peter Rohrman have RSVP’ed; the organizers are waiting to hear from Kim Guadagno and Phil Murphy.  RSVP today for an important conversation about the role race will play in the agenda of the candidates for governor.  Sincerely,  Diane Du Brule  Development 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:** |
| Where do NJ gubernatorial candidates stand on racial justice? Join us at a town hall 9/16 and find out. |