**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)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of New Jersey |

|  |
| --- |
| **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.) |
|  |

|  |
| --- |
| **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), [along@aclu-nj.org](mailto:along@aclu-nj.org) |

|  |  |  |  |
| --- | --- | --- | --- |
| **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) |
|  |  |  |  |

|  |
| --- |
| **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.” |
| Meet me in Jersey City |

|  |
| --- |
| **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 me at the ACLU-NJ membership meeting Oct. 18, 7-9 in Jersey City |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
| **Sidebar:**  Come to the ACLU-NJ annual membership meeting!  Wednesday, Oct. 18, 7-9 p.m.  The Barrow Mansion  83 Wayne Street, Jersey City  Light refreshments will be served  [RSVP] |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
|  |

|  |
| --- |
| **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,  First, thank you for giving me such a warm welcome. It’s been a thrilling, humbling time to start as executive director of the ACLU-NJ.    My first goal as ED is clear: to listen. So tell me: what are your biggest concerns about your rights? How can we do our work better?  I hope you can tell me in person soon. On Wednesday, October 18, from 7 to 9 p.m. in Jersey City, the ACLU-NJ will have our annual membership meeting, and I want you to be there. We’ll talk about strides we’re making in the current struggle and the challenges up ahead. **RSVP now to save your spot.**  Even if I don’t see you then, I want to take a moment to tell you a little about myself. I’m an attorney by education and an activist at heart. I grew up in Lawrenceville, and my experiences in New Jersey as the son of immigrants are a crucial part of why I became an advocate.  Working at the ACLU-NJ feels like coming home. For five years, I led the Suffolk County Chapter of the New York Civil Liberties Union. Then, before coming to the ACLU-NJ, I led state-level advocacy campaigns at the Innocence Project.  The ACLU has never been more essential. Few moments in our country’s history have seemed as daunting. But the ACLU has never been afraid of a challenge, and together, we will prevail.  I want the ACLU-NJ to be a voice for everyone in New Jersey. I want people who have never heard of the ACLU to know that we’re here for them.  And for those of you who do know and love the ACLU, I want to get to know you better. I hope we can meet each other soon at the ACLU-NJ’s membership meeting. **Save the date – October 18, at 7 p.m. in Jersey City – and RSVP.**  I can’t wait to see all that we do together.  Sincerely,  Amol  P.S. Because space is limited for this event, registration is on a first-come, first-served basis. We’ll have a number of opportunities coming up for you to meet the board and staff, so if you do get closed out this time, you’ll have other chances soon.  (Photo courtesy of Reena Rose Sibayan, The Jersey Journal) |

|  |
| --- |
| **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:** |
| Meet ACLU-NJ director @AmolSinha and talk about the future of liberty at our Oct. 18 annual membership meeting. |