**EMAIL SET-UP**

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

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| **Mailing Date:** | 10/27/2017 | **Flexibility:** | Can't be moved  Slightly moveable, up to 3 days  Moveable, 3 to 5 days |
| **Don’t forget to schedule on the** [CAN Calendar](https://www.acluloop.org/Departments/affiliateSupport/CAN/Pages/CAN%20Calendar.aspx) | | | |

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| **Target Audience** |
| Affiliate Full List  Segmented list (Please provide [zip codes](http://www.unitedstateszipcodes.org/), chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers**  **Please provide email address for all individuals who need to receive a test version of the email.** |
| [apeltzman@aclu-nj.org](mailto:apeltzman@aclu-nj.org), 973-854-1711 |

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| **Images**  Please provide an image. Use high-resolution images and edit only using appropriate software. It is recommended you use only one image. Recommended size is 250px x 250px or less.  **Free image resources:**  <http://morguefile.com/> | <http://www.freeimages.com/> | <https://www.flickr.com/commons> |
| Images attached  Please use a stock image  No image |

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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.” |
| Middlesex County is fair and welcoming – and we’ll keep it that way |

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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. |
| Middlesex County Freeholders: we have your back |

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| **Side Box Content**  Remove side box  Include side box |
| **Tell Middlesex County freeholders that you’re glad their fair and welcoming policy is here to stay.** [Take action] |

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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's one thing you want your recipient to pick up on, it's 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 \_\_\_\_\_,  Immigration and Customs Enforcement arrested 36 people in an immigration sweep earlier this month that targeted residents of Middlesex County. Not only did ICE separate families and erode faith in law enforcement – it bragged about it.  These arrests undermine public safety and create a climate of fear for all immigrants. Middlesex County’s Board of Chosen Freeholders understood that when they passed a fair and welcoming ordinance. Don’t let ICE vilify New Jersey immigrants – **let the county freeholders know that you have their back**.  Middlesex is the only New Jersey with a fair and welcoming policy, which allows county law enforcement to focus on local public safety concerns instead of subordinating its policing priorities to the agenda of federal immigration authorities.  Middlesex Freeholders made the right choice with their fair and welcoming ordinance. The Trump administration is wrong to bully local governments into facilitating immigration arrests. Localities should not have to divert their resources to implement federal policies that tear families apart and undermine our communities.  **Tell the Middlesex County freeholders that their fair and welcoming policy is here to stay.** Just like New Jersey’s immigrants.  In solidarity,  Amol Sinha  Executive Director |

**ADVOCACY ALERT SET-UP**

By default all alerts will be restricted to the affiliate’s state.

By default each legislator will be contacted only by their own constituents, unless specified otherwise.

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| **Alert Type** |
| **Email Alert  Call Alert**  Email alerts allow constituents to send an email message to the target(s). Call alerts ask constituents to call the target(s) you specify and provide feedback. |

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| **Alert Targets** | |
| **State Governor  State Senator  State Representative  Custom Targets**  Provide alert targets at least 24 hours in advance. If your alert is on a federal issue or targets federal legislators you must coordinate with national via [federalalert@aclu.org](mailto:federalalert@aclu.org). | |
| **Custom Targets**  **Please provide target full name, title, and email address. Phone number is required for call alerts** | Ronald G. Rios, Freeholder Director, [ronald.rios@co.middlesex.nj.us](mailto:ronald.rios@co.middlesex.nj.us)  Charles E. Tomaro, Freeholder Deputy Director, [charles.tomaro@co.middlesex.nj.us](mailto:charles.tomaro@co.middlesex.nj.us)  Kenneth Armwood, Freeholder, [Kenneth.Armwood@co.middlesex.nj.us](mailto:Kenneth.Armwood@co.middlesex.nj.us)  Charles Kenny, Freeholder, [Charles.Kenny@co.middlesex.nj.us](mailto:Charles.Kenny@co.middlesex.nj.us)  Leslie Koppel, Freeholder, [Leslie.Koppel@co.middlesex.nj.us](mailto:Leslie.Koppel@co.middlesex.nj.us)  Shanti Narra, Freeholder, [Shanti.Narra@co.middlesex.nj.us](mailto:Shanti.Narra@co.middlesex.nj.us)  Blanquita B. Valenti, Freeholder, [Blanquita.Valenti@co.middlesex.nj.us](mailto:Blanquita.Valenti@co.middlesex.nj.us)  Mildred Scott, Middlesex County Sheriff, [mildred.scott@co.middlesex.nj.us](mailto:mildred.scott@co.middlesex.nj.us) John A. Pulomena, Middlesex County Administrator, [John.pulomena@co.middlesex.nj.us](mailto:John.pulomena@co.middlesex.nj.us) |

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| **Alert Headline:** | Fair and welcoming policies make our state stronger |

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| **Publish:** | 10/27/2017 | **Expire:** |  |

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| **Alert Landing page**  This content will appear above the alert form. It should be a brief summary of the alert with a clear, compelling call to action. |
| ICE arrested 36 people in five days in an October raid in Middlesex County. It separated families in an attempt to bully Middlesex County for observing a fair and welcoming policy.  When Middlesex County’s freeholders passed this ordinance, they understood that compelling local law enforcement to round up immigrants for the federal government only undermines public safety.  Tell Middlesex County Freeholders: we stand by your fair and welcoming policy. ICE has no place interfering in the work of our sheriffs’ departments. |

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| **Alert subject lines**  **You can create up to 6 subject lines that will be randomly applied to the message to your targets. We recommend using at least 2 or 3 subject lines.**  **Do not allow constituents to modify** |
| Thank you for protecting NJ’s families – immigrants are here to stay |
| Thank you for making Middlesex County fair and welcoming |
| We will fight to keep Middlesex County fair and welcoming |
| ICE has no place interfering with Middlesex County law enforcement |
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| **Advocacy type by legislature’s issue (select only one)** | | |
| Budget | Homeland security | Military |
| Children / Families | Housing | Reproductive rights |
| Education | Immigration | Senior citizens |
| Elections | Judiciary | Social security |
| Gov’t affairs | Labor | Technology |
| Health | Medicare / Medicaid | Telecommunications |

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| **Email to targets**  It is possible to create unique messages based on the recipient chamber. |
| **Required beginning for email message (not editable by sender):**  Dear Freeholders,  I write to thank you for Middlesex County’s fair and welcoming policy in light of the devastating ICE raids that targeted county residents. |
| **Email message body (editable by sender):**  We know that fair and welcoming policies protect local communities and keep families together.  Middlesex County has been a model for other New Jersey counties, and its fair and welcoming ordinance helps build and maintain positive, strong relationships between community members and police. Our police cannot do their jobs if immigrant residents and their families are afraid to come forward.  Together, we will continue to tell ICE that Middlesex County won’t use its valuable local resources to enforce federal raids and deportations. |
| **Required ending for email message (not editable by sender):**  Thank you for doing what is best for Middlesex County. We will stand by you.  Sincerely,  [supporter] |
| **Talking points for call (for Call Alerts ONLY):** |

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| **Confirmation Page**  **Give a good closing argument, thank constituent for taking action and provide for more opportunities to engage using hyperlinks, even if it’s back to your website. Also use this opportunity to promote other actions or events.** |
| Thank you for taking action to protect civil liberties in Middlesex County and all of New Jersey. Immigrants’ rights are extremely important and your lawmakers need to hear from you.  Take the next step and share this alert with your friends:  Share on Twitter | Share on Facebook  -----Tracking code (DO NOT DELETE)------  <img src="https://ms.clicks.actions.aclu.org/conversion?version=1&conversion\_items=1&conversion\_value=0" width=”0” height=”0”> |
| **Text for Twitter Share Link (140 characters max)** |
| Middlesex freeholders: we stand with you, and we won’t let ICE divide immigrant families. [link to action] - via @ACLUNJ |