**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 |

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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.” |
| This election, know your lawmakers’ voting records and your rights |

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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. |
| Learn about your rights and read our scorecard before you vote |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| <https://www.aclu-nj.org/theissues/electionsvoting/know-your-voting-rights/>  <https://www.aclu-nj.org/legislation/2016-2017-scorecard/> |

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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,  This Tuesday’s Election Day is a historic one. New Jersey and Virginia are the first states to elect a new governor in the Trump era.  Our state has the opportunity to show the rest of the nation what resistance looks like. Your vote counts this Election Day, so know your voting rights when you head to the polls.  All New Jersey voters have these rights:   * to bring your children with you into the voting booth * to bring someone of your choice into the voting booth to assist you if you need language assistance or have a disability * to vote by an emergency paper ballot if the machines are malfunctioning * to vote without intimidation, threats, coercion, or interference   We encourage you to see how your current lawmakers voted on pivotal civil liberties issues in 2016 and 2017 in our legislative scorecard. We need you to hold your lawmakers accountable – the first step is knowing what they need to account for.  Our elected representatives have the power to improve the lives of all New Jerseyans with their votes and proposals, so make your voice heard this Election Day. And if you have any problems at the polls, contact us – the number is 973-854-1719.  Sincerely,  Amol Sinha  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:** |
| Don’t go to the polls unprepared: know your rights and lawmakers’ record for Election Day. Via @ACLUNJ https://www.aclu-nj.org/theissues/electionsvoting/know-your-voting-rights/ |