**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.” |
| Confront mass incarceration with us - through art |

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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. |
| On Wednesday, artists and activists come together to talk mass incarceration |

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| **Side Box Content (Action & Event format only)** |
| Conversation on mass incarceration and art  Wednesday, Nov. 29, 3 p.m.  Shine Portrait Studio, Express Newark, Hahne Building  609 Broad Street  Newark, NJ  RSVP |

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| **Hyperlinks for email message \*\*** |
| http://aljira.org/upcoming-exhibitions/ |

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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 \_\_\_\_\_\_\_\_\_\_\_,  Mass incarceration is a major civil rights crisis of our time. About 35,000 people are incarcerated in New Jersey alone. Sixty percent are Black, even though they’re only 15 percent of the state’s population.  This is a crisis we’re confronting as a community on Nov. 29. We hope you’ll join us.  Advocates and artists are holding a panel discussion and community press conference to mark the opening of “The Missing,” a haunting, profound new exhibition at Aljira Center for Contemporary Art in Newark. It explores the human toll of our system of mass incarceration, especially on communities of color. RSVP to attend.  The Nov. 29 panel discussion and press conference, at 3 p.m. at Express Newark in the Hahne Building, will have a wide range of brilliant activists and artists. They’re creative leaders who are changing our criminal justice system, our perspectives, and our wider world:   * Duron Jackson, the artist who created “The Missing” * Tess Borden and Portia Allen-Kyle from the ACLU of New Jersey * Dexter Wimberly of Aljira, a Center for Contemporary Art * Ryan Haygood from the New Jersey Institute for Social Justice * Artists from Shine Portrait Studio   We have other exciting news: the panelists from the ACLU will talk about a new report we’re about to release, *A Vision to End Mass Incarceration in New Jersey.* It’s an aspirational, broad-reaching path forward to drastically reduce mass incarceration in our state, and you can see a preview of it there.  Mass incarceration systematically excludes people of color from housing, employment, and democracy itself. Yet there is hope: a growing number of people agree that this brutal system must end. We look forward to sharing our own vision for curtailing mass incarceration with you soon. RSVP to get a preview of our upcoming report on Nov. 29.  Sincerely,  Amol Sinha  Executive Director  P.S. Whether you can make it to the event or not, please: check out [“The Missing” at Aljira](http://aljira.org/upcoming-exhibitions/). It’s incredible. |

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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:** |
| Advocates and artists are confronting mass incarceration at press conference + discussion on #TheMissing, Duron Jackson’s haunting exhibit about the brutality of our justice system. Join @ACLUNJ, @Aljiratweets, @NJISJ & @DJAXSAYS. Nov. 29, 3 pm, Newark: RSVP. |