**EMAIL SET-UP**

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

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| **Mailing Date:** | 11/30/2017 | **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), [dhouenou@aclu-nj.org](mailto:dhouenou@aclu-nj.org) |

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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.” |
| What comes next for legalization? |

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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. |
| Legalization is coming to New Jersey. Let’s make sure it’s done right. |

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| **Side Box Content**  Remove side box  Include side box |
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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 supporter,  New Jersey is poised to become one of the next states to legalize marijuana for adult recreational use. Governor-elect Phil Murphy supports it. State Senator Scutari introduced S.3195 to legalize, tax, and regulate cannabis. But, they all need to know that legalization alone isn’t enough. We need real racial and social justice in any legalization system that comes to our state.  Tell your lawmakers and Governor-elect Murphy that any plan to legalize marijuana MUST take action to reinvest in communities devastated by the war on marijuana users.  And, let our governor-elect know well before his January 16 inauguration date how you feel about the path forward.  This spring, Senate Judiciary Committee Chairman Nicholas Scutari introduced S3195, a bill to make possession of marijuana legal for adults 21 and older. That bill is a good start – but it’s only a start to what New Jersey needs.  Marijuana arrests are a civil rights crisis. Black New Jerseyans are arrested at a rate about three times higher than white New Jerseyans despite similar usage rates. That means three times the chances of the criminal justice system jeopardizing their homes, their families, and their jobs – all for something that should not be considered a crime.  New Jersey will have a new governor soon and no matter which candidate takes office, it will be a fresh start. Now is the time to let your lawmakers know that any plan for legalization must account for the harms people have endured as a result of our unjust prohibition laws. What we need in a marijuana law to guarantee justice:   * Automatic expungement of prior records, which otherwise would be a costly, complicated process. * Meaningful ways for New Jerseyans to participate in the legal market as business owners and employees. * Concrete measures for reinvestment in communities, including low-income communities and communities of color, which have disproportionately been the targets of the drug war. * Allowing home-grow, which benefits people with limited mobility or low incomes, as well as medical patients who need specific strains. * Use of the projected $300 million in annual tax revenue for justice reinvestment, such as re-entry and job-training programs, education, drug treatment, and drug prevention.   We need legalization in New Jersey – but only with provisions to address the toll of the state’s war on marijuana. Other states that failed to include these policies have found themselves going back to the drawing board. Let’s get it right the first time. Email your lawmakers now.  Sincerely,  [signatory] |

**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** | • Assembly Speaker Vincent Prieto, AsmPrieto@njleg.org  • Senate President Stephen Sweeney, SenSweeney@njleg.org  • Senator Nicholas Scutari, SenScutari@njleg.org  • Phil Murphy, Governor Elect, info@murphy4nj.com |

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| **Alert Headline:** | **Marijuana legalization must address racial justice** |

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| **Publish:** | 11/21/2017 | **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. |
| Elected leaders must establish a legal marijuana system that is strong, fair, equitable, and representative of our shared values of justice. New Jersey has the potential to be a national leader on marijuana reform by enacting legislation with a real racial justice impact.  Contact your lawmakers now and tell them that any legalization plan must advance racial and social justice. |

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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** |
| New Jersey is approaching legalization – but we have to do it right |
| Marijuana legalization must advance social and racial justice |
| End a civil rights crisis |
| It’s time for legalization, and we need a bill that advances justice. |
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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 [x],  New Jersey is inching closer and closer to legalizing marijuana. A new Quinnipiac poll found that 59 percent of New Jersey voters support legalizing marijuana possession. |
| **Email message body (editable by sender):**  But legalization by itself is not enough. We need social and racial justice policies to address the devastation left by the war on marijuana. And we need to avoid the mistakes other states have made by getting it right the first time.  New Jersey makes more than 24,000 arrests per year for marijuana possession – and Black New Jerseyans are arrested at a rate three times higher than white New Jerseyans, despite similar usage rates. Our racial disparity in incarceration is the highest in the country. We need legalization, and we need to repair some of the damage wrought by the war on marijuana.  Any legalization plan needs these elements to guarantee social justice:   * Automatic expungement of prior records, which otherwise would be a costly, complicated process. * Meaningful ways for New Jerseyans to participate in the legal market as business owners and employees. * Concrete measures for reinvestment in communities, including low-income communities and communities of color, which have disproportionately been the targets of the drug war. * Allowing home-grow, which benefits people with limited mobility or low incomes, as well as medical patients who need specific strains. * Use of the projected $300 million in annual tax revenue for justice reinvestment, such as re-entry and job-training programs, as well as for education, drug treatment, and drug prevention. |
| **Required ending for email message (not editable by sender):**  You have the power to end a civil rights crisis, raise revenue, and make New Jersey a leader in reform. The time for waiting is over. Legalize, tax, and regulate marijuana for adults in a way that advances racial and social justice.  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 New Jersey by urging the Legislature to legalize, tax, and regulate marijuana for adults 21 and over. This is an important issue 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)** |
| Legalization alone is not enough. Any plan for legal marijuana must strengthen racial & social justice. Tell NJ legislators and Governor-elect Phil Murphy: It’s time for legalization in the Garden State. via @ACLUNJ & @NJU4MR |