**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), [tborden@aclu-nj.org](mailto:tborden@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.” |
| On June 3, you can help end torture |

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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. |
| Routine solitary confinement has to end. This event will bring us closer to that goal. |

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| **Side Box Content (Action & Event format only)** |
| End Torture: End Solitary Confinement  Sunday, June 3, 2-6 pm  Westminster Presbyterian Church  1140 Greenwood Ave, Trenton, NJ  Hear from survivors of solitary and former UN special rapporteur Juan Mendez, and experience a virtual reality simulation of a solitary cell  RSVP |

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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 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,  In New Jersey’s prisons and jails, solitary confinement – a practice recognized by the United Nations as torture – isn’t treated as a rare exception, but the norm. We have an event coming up for you to help change that.  RSVP now to End Torture: End Solitary Confinement. It’s at Westminster Presbyterian Church in Trenton, Sunday, June 3, 2-6 pm. It will be a powerful experience.  Survivors of solitary confinement will testify about the trauma of extended isolation. Juan Mendez, the former UN special rapporteur on torture, will talk about what he’s observed when people are deprived of all meaningful human contact. And, you’ll have an opportunity to experience just a harrowing sliver of what it’s like in solitary confinement through a virtual reality solitary confinement cell.  You’ll also have the opportunity to act. Advocates, elected officials, and religious leaders will strategize next steps to pass legislation in our state to end the routine use of solitary confinement and to avoid subjecting the most vulnerable people to prolonged isolation altogether.  I attended a similar event earlier this year, and it left a profound impact. Please don’t miss it. RSVP to End Torture: End Solitary Confinement, in Trenton, Sunday June 3, 2-6 pm.  In Justice,  Alexander Shalom  ACLU-NJ Senior Supervising Attorney |

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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:** |
| You can help make solitary confinement the exception, not the norm. RSVP to End Torture: End Solitary Confinement in Trenton, Sunday, June 3, 2-6 pm via @ACLUNJ – it will be a powerful experience: [link] |