**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), [along@aclu-nj.org](mailto:along@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.” |
| Make history, again, at the NJ Women’s March |

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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. |
| New year, new victories, and new Women’s March on Jan. 20 |

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| **Side Box Content (Action & Event format only)** |
| Start the year out right: march with the ACLU-NJ at the Women’s March on New Jersey in Morristown on January 20. [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,  What a year it’s been – and it’s only just started.  Here are just a few things that have happened since 2018 began:   * In news that trended nationally, the ACLU-NJ told the NJ Department of Corrections that two prisons’ bans on “The New Jim Crow,” a seminal book about the racial injustices of mass incarceration, was unconstitutional. Within hours, the DOC agreed that the ban was a mistake that would be lifted. * Hoboken Mayor Ravi Bhalla, as his first official act, signed one of the strongest fair-and-welcoming policies in the state – which the ACLU-NJ had the privilege of witnessing * The ACLU-NJ challenged two towns’ policies prohibiting people from recording public meetings – and in both cases, the towns quickly agreed to change their policies.   There’s more to do, and we need you there with us – including on Saturday, January 20. We’re co-sponsoring the 2018 Women’s March on New Jersey, in Morristown this year, and we’re counting on you to make history again with us. RSVP today.  We’re also asking people: as we approach the year anniversary, how has the Women’s March or inauguration changed your life? RSVP and fill out the link to the form, or email [resistancestories@aclu-nj.org](mailto:resistancestories@aclu-nj.org).  Together, we’ll make 2018 a year to remember for the advocacy we did and the victories we achieved. Let’s get a running start on Saturday, January 20, 11 a.m. in Morristown. RSVP. |

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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:** |
| Be part of history again: march with the ACLU-NJ at the Women’s March on NJ in Morristown, Saturday, Jan. 20, 11 am. The resistance needs you. RSVP: [link] via @aclunj |