**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.” |
| Meet the ACLU in person |

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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. |
| Annual membership meeting in Jersey City on Oct. 18 |

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| **Side Box Content (Action & Event format only)** |
| ACLU-NJ Annual Membership Meeting – join us!  Wednesday, October 18, 2017  7 - 9 p.m.  Barrow Mansion  83 Wayne Street, Jersey City  RSVP |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/secure/NJ\_2017\_Membership\_Meeting?ms=web\_171002\_aff\_NJ\_ |

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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 year has been far from ordinary. So it’s fitting that our annual ACLU-NJ membership meeting won’t be just any ordinary gathering.  It’s a chance to meet the leadership and staff of the ACLU of New Jersey. It’s also an opportunity to meet other members and supporters, and to talk about the best ways to strengthen civil liberties and fight back against the assaults we’ve seen on our civil rights.  [RSVP today](https://action.aclu.org/secure/NJ_2017_Membership_Meeting?ms=web_171002_aff_NJ_).  The movement for liberty relies on you – strong supporters who care deeply about preserving civil rights and liberties. We want you to know all about what we’re doing, and we want to get your perspective on the issues that matter most.  Get to know some of the other supporters who, like you, make the ACLU-NJ such a strong force in our state. And get to know the work we’re doing to make our freedoms stronger and our lives better, and learn about how you can play a part.  [RSVP to reserve a spot](https://action.aclu.org/secure/NJ_2017_Membership_Meeting?ms=web_171002_aff_NJ_). It’s going to be a great event.  Sincerely,  Amol Sinha |

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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:** |
| Talk about the future of liberty with the ACLU-NJ – come to the annual membership meeting in Jersey City Oct. 18. [link] |