**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.” |
| Some reasons to have hope |

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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. |
| Meet some of the people behind our latest victories May 9 at Lights of Liberty |

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| **Side Box Content (Action & Event format only)** |
| There’s a lot of inspiring work going on to defend our liberties. Meet some of the people who make that work possible at our Lights of Liberty Awards Dinner May 9. Purchase tickets |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/event/nj-2018-lights-of-liberty |

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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,  Even when things around the country can be bleak, we at the ACLU still have a lot of reasons for hope.  Some recent good news for our liberties:   * The New Jersey Supreme Court made it clear: public dollars cannot go to church repairs or construction. A ruling in another case means advocates will now get a chance to show why taxpayer funding for a yeshiva and seminary would unconstitutionally support religious education and training. * The governor signed the strongest automatic voter registration law in the country – and he gave me the honor of introducing him at the signing. We’ve also attended signing ceremonies for laws giving New Jerseyans earned sick leave and pay equity. * Our client who was given a jail sentence for not being able to immediately pay a $239 littering ticket was vindicated with a court ruling that likened his punishment to extortion.   There’s so much other important work that’s ongoing: our representation of Indonesian Christian residents of Central Jersey at risk of deportation, our efforts to stand up for students who walked out after Parkland, and our participation in leading the charge toward legalizing marijuana in the Garden State.  You can meet and honor some of the incredible community partners and clients behind this work in person at our [Lights of Liberty Awards Dinner May 9](https://action.aclu.org/event/nj-2018-lights-of-liberty). You can also hear about the incredible work the ACLU is doing on the national stage from keynote speaker Susan Herman, president of the national ACLU board.  These are just a few of the things that keep us inspired. We couldn’t do any of it without you, our supporters. If you can make it, [we’d love to see you at Lights of Liberty May 9](https://action.aclu.org/event/nj-2018-lights-of-liberty).  Sincerely,  Amol Sinha  ACLU-NJ Executive Director |

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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:** |
| Even when things are bleak, we still have reason for hope. Hear about some of the latest reasons why at the @ACLUNJ Lights of Liberty Dinner on May 9: <https://action.aclu.org/event/nj-2018-lights-of-liberty> |