**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) |

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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.” |
| Come to Trenton to fight for licenses |

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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. |
| Stand up for those who are living in fear |

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| **Side Box Content (Action & Event format only)** |
| Rally for licenses  Thursday, Sept. 6, 10:30 am  State House Annex  125 W. State Street, Trenton  RSVP to rally for licenses for all. |

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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 ACLU-NJ supporter  Every day, thousands of New Jerseyans live in fear, knowing that their or a loved one’s daily commute could end in deportation. In the age of Trump, it’s more important than ever to make driver’s licenses available to everyone who needs one.  Rally with us on Sept. 6 in Trenton at 10:30 am to make sure our legislators know that we need licenses for all. **RSVP now.**  Expanding licenses will make our roads safer and lower that prevent vulnerable communities from getting a credential to drive. Transgender individuals, senior citizens, and undocumented New Jerseyans face obstacles that our lawmakers can help remove.  This is about so much more than a plastic card. It’s about standing up for New Jersey communities. **Stand with us on Sept. 6 at Trenton and RSVP now.**  We hope to see you there.  In Justice,  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:** |
| Thousands in NJ live in fear that their daily commute will end in deportation, of themselves or a loved one.  Make our roads safer. Stand up for immigrants, seniors & transgender New Jerseyans. Join this historic rally 10:30 am, Sept. 6, at the State House. RSVP: |