**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.” |
| Mad about Trump’s latest tweet? March in Morristown Saturday. |

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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. |
| We’ll see you Saturday at the Women’s March on NJ |

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| **Side Box Content (Action & Event format only)** |
| **Women's March on New Jersey** Saturday, Jan. 20 11 a.m. - 1 p.m. Morristown Town Hall 200 South St. Morristown, NJ  RSVP |

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| **Hyperlinks for email message \*\*** |
| https://action.aclu.org/secure/nj\_womens\_march\_2018?ms=web\_180111\_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,  With each new assault on liberty from the Trump administration, one thing always gives us hope: there is no greater power than our collective resistance.  And the resistance has never been stronger. Together, we’ve challenged the Muslim Ban, fought for dreamers, stood up for voting rights, and protected the liberties and rights that define us. And together, we’ll do even more. Come out this Saturday at the 2018 Women’s March on New Jersey in Morristown to show a united front against injustice. RSVP now.  We can show New Jersey -- and the rest of the country -- what democracy looks like on Saturday, January 20. We want you there with us, standing up for all that we as New Jerseyans stand for.  Our democracy needs you. RSVP and be a part of history once again with us this year.  We look forward to seeing you on Saturday at 11 am at Morristown Town Hall. We’ll have lots of T-shirts and “Dissent is Patriotic” signs on hand. |

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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:** |
| Stand up for all that we as New Jerseyans stand for. Join us for the #WomensMarchNJ Saturday, Jan. 20, 11 am, Morristown Town Hall. Via @ACLUNJ |