**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.” |
| Meet Amol Sinha, the ACLU-NJ’s new executive director |

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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. |
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| **Side Box Content (Action & Event format only)** |
| what questions and thoughts do you have for the ACLU-NJ’s new director? **#AskAmol** on Facebook or Twitter. |

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| **Hyperlinks for email message \*\*** |
| https://www.facebook.com/aclunj  https://www.twitter.com/aclunj |

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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 supporters,  I’m thrilled to share the news: the ACLU of New Jersey has a new executive director! I’d like to introduce you to Amol Sinha, our new director, who officially starts Sept. 1.  He’s excited to do the work that matters most in the place that’s closest to his heart: New Jersey.  Amol grew up in Lawrenceville, and he’s already part of the ACLU family. For five years, he was director of the Suffolk County Chapter of the New York Civil Liberties Union. Since then, he’s led state-level campaigns at The Innocence Project, advocating for the rights of people who were wrongfully convicted.  For him, his first early goal at the ACLU-NJ is clear: to do a lot of listening.  And that starts now. What questions do you have for Amol, the ACLU-NJ’s new executive director? What’s one thing you want him to know about the struggle for civil liberties and civil rights in the Garden State? Tell him on the ACLU-NJ’s Facebook page or tag the ACLU-NJ on Twitter.  You’ll be hearing directly from Amol very soon, and you’ll have lots of opportunities to meet him – including at the ACLU-NJ’s annual membership meeting in October. (Details to come!)  In the meantime, before he starts: what questions and thoughts do you have for the ACLU-NJ’s new director? Share using the hashtag **#AskAmol** on Facebook and Twitter.  Thank you for all that you do.  Sincerely,  Diane Du Brule |

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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:** |
| Meet Amol Sinha, the ACLU-NJ’s new executive director. Have questions for him? #AskAmol |