

June 1, 2020

To All Affiliates:

New Jersey State AFL-CIO
CODE-U
Committee on Digital Empowerment – Union

The Trump administration and its allies in Congress have attacked working families and our unions at every turn. They have gutted OSHA, public education, and infrastructure spending. They have stacked the courts, weakened Social Security, attacked workers' rights and union rights, and they support right-to-work. We need to make an extra effort to ensure that we nominate candidates who will place the needs of working families first. Another four years of a Trump presidency will be disastrous. This year's elections will be the most consequential in our lifetime!

Due to social distancing required to fight this pandemic, elections as we know them have changed. Last month, all New Jersey non-partisan municipal elections were conducted exclusively by mail. The July 7 primary election will be a vote-by-mail hybrid in which we expect 90% of votes to be cast in the weeks leading up to Election Day. As of today, nobody knows what voting procedures will be utilized for the Nov. 3, 2020, general election.

To meet this challenge, the New Jersey State AFL-CIO has created a cutting-edge program called CODE-U (Committee on Digital Empowerment – Union) to provide coordinated messaging for affiliates to use on their social media networks. The concept is simple: We provide sample messages for use by affiliates, everyone follows a simple weekly schedule, and together we will create a massive online political education echo chamber. Here's how the weekly schedule goes: Monday – eMail, Tuesday – Text, Wednesday – Website, Thursday – Tweet, Friday – Facebook. These weekly messages will focus on the "How To" of voting as well as candidates' records on issues important to working families and our unions.

Attached please find sample CODE-U messaging for the week of June 1, 2020. Union members appreciate factual political education information from their union. We encourage you, under your signature and union banner, to broadly share, send, text, tweet and post on your union's social media pages through this planned and coordinated initiative. Please contact John Shea, COPE Director at cope@njafclcio.org or (609)989-8730 with any questions.

This is the most important election in our lifetime. Working together, the voice of working families will be heard on Election Day!

In Unity,



Charles Wowkanech
President



Laurel Brennan
Secretary-Treasurer

CODE-U Messaging for Use 5/29/2020 or Afterward

Draft text message:

NJ AFL-CIO: Primary voting runs through July 7. You have opted in to receive recurring messages. Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

NJ AFL-CIO: When your vote by mail ballot or application arrives in the mail, don't toss it out - fill it out. Then mail it back. It's easy, safe, and free. Primary voting runs through July 7.

Draft Facebook & Website Post:

Drafts | DESKTOP PREVIEW | MOBILE PREVIEW

New Jersey State AFL-CIO
Just now · 🌐

The New Jersey Vote-by-mail Primary Runs through July 7!

NJ PRIMARY: EASY AS 1-2-3

- 1 EARLY JUNE**
Ballots will be sent to all Democrats and Republicans
Vote-by-mail applications will be sent to all other voters
- 2 JUNE 30**
Deadline to return completed Vote-by-mail applications
- 3 JULY 7**
Vote-by-mail ballots must be postmarked by 8PM
A limited number of polling locations will be open

TO RECEIVE UPDATES TEXT NJLABOR TO 235246

Like Comment Share

Draft Tweet:

NJ AFL-CIO: When your vote-by-mail ballot or application arrives in the mail, don't toss it out - fill it out. Then mail it back. It's easy, safe, and free. Primary voting runs through July 7.

Draft blast email:

To all members:

This year, New Jersey's Primary Election Day is July 7. And the middle of June. And every day in between. That's because this election will be conducted through the mail. It's as easy as 1-2-3.

1. Early June:
 - Ballots will be sent to all Democrats and Republicans
 - Vote-by-mail applications will be set to all other voters
2. June 30:
 - Deadline to return completed vote-by-mail applications
3. July 7:
 - Vote-by-mail ballots must be postmarked by 8:00 PM
 - A limited number of polling locations will be open for in-person voting

But don't wait or hesitate. Make sure your voice is heard. Make sure you exercise your political power. Every vote counts! So fill out your vote-by-mail application or ballot now. It's your right.

Voting by mail is safe and efficient, and you don't have to leave the house.

In Unity,