

**New Jersey State AFL-CIO
CODE-U Messaging
8/27/2021**

Email to All Affiliates

Murphy and Oliver Have Earned Our Support!

Dear (first name)

Governor Murphy is a champion of working families who has earned our support! Murphy has signed more than 40 laws that benefit all working families in New Jersey: Higher wages. Retirement and pension security. Paid family leave. Worker safety. Voter rights. Union rights and project labor agreements. Buy American and more. In fact, Governor Murphy has signed more pro-labor laws than any governor in recent memory!

To check out his record visit www.njaflcio.org/murphy you'll know why Governor Murphy and Lieutenant Governor Sheila Oliver deserve to be re-elected.

You are also encouraged to visit our **Voter Resource Page** www.njaflcio.org/labor2021 to find additional information about Labor 2021, all endorsed candidates and voter resources.

Attached please find sample CODE-U messaging for the week of August 30, 2021. Our union brothers and sisters have the power to make this go viral. 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@njaflcio.org or 609-989-8730 with any questions.

This year, we can make history in New Jersey. Working together, the voice of working families will be heard on Election Day!

Text & Tweet message:

NJ AFL-CIO: Gov. Phil Murphy is a champion of working families and our union values. He has earned our support. Go to www.njaflcio.org/murphy to find out more.

Draft Facebook Post:



The graphic features a dark grey header with white text: "GOV. MURPHY AND LT. GOV. OLIVER HAVE EARNED LABOR'S SUPPORT". Below this, in a light grey box, is the text: "He has signed **over 40 laws** that benefit all of New Jersey's working families". At the bottom, there are two portrait photos: one of Governor Phil Murphy and one of Lieutenant Governor Sheila Oliver. To the right of the photos is the AFL-CIO logo. Below the photos, the text reads: "Click **HERE** to find out more! Or text **NJLABOR** to **235246**".

Caption: New Jersey Voters: Gov. Phil Murphy is a champion of working families and our union values. He has earned our support. Go to www.njaflcio.org/murphy to find out more.

Draft Website Post:

MURPHY AND OLIVER HAVE EARNED LABOR'S SUPPORT



He has signed
over 40 laws
that benefit
all of New Jersey's
working families



THEIR LEADERSHIP HAS SAVED LIVES

- Higher Wages
- Retirement and Pension Security
- Paid Family Leave
- Worker Safety
- Benefits for COVID-19 Essential Workers
- Union rights, Organizing, & Labor Harmony Agreements
- Unemployment Insurance Reform
- Equal Pay
- Fair Trade
- Contractor Misclassification
- Creating Good-Paying Union Jobs

Click **HERE** to find out more!



Text **NJLABOR** to **235246**



Image links to www.njaficio.org/murphy

Blast email:

Murphy and Oliver Have Earned Our Support!

Dear (first name)

This champion of working families has signed more pro-labor laws than any governor in recent memory! Check the record of Gov. Phil Murphy and his administration, and you'll know why he and Lieutenant Governor Sheila Oliver deserve to be re-elected.

Murphy has signed more than 40 laws that benefit all working families in New Jersey: Higher wages. Retirement and pension security. Paid family leave. Worker safety. Voter rights. Union rights and project labor agreements. Buy American and more.

Learn more about our pro-labor governor at www.njaflcio.org/murphy and see a wealth of other useful and vital information about the New Jersey General Election and list of all endorsed candidates at www.njaflcio.org/labor2021, **Your Voter Resource**.

Working together, we in New Jersey's labor movement will make history and re-elect Governor Murphy and Lt. Governor Sheila Oliver, a strong progressive Legislature, and labor candidates all over the state to deliver victories for working families.

This year, we can make history in New Jersey. Working together, the voice of working families will be heard on Election Day!