

**New Jersey State AFL-CIO
CODE-U
8/20/21**

Email to All Affiliates

Subject Line: Union Members Skip the Line. Vote by Mail in 2021

In a Monmouth University poll released on 8/18, **36% of respondents indicated they will be voting by mail this year.**

New Jersey union members should seriously consider voting by mail this fall. Here's why:

It's safe. Secure. Convenient. Easy. Early. Virus-free. You can vote from the comforts of home. And you can track your ballot to ensure that your voice is heard.

Voting by mail in New Jersey starts on **September 18**, and you can fill out and return your ballot the day you receive it. Or you can take your time to research the issues and decide which candidates are best for working families. It's up to you.

All voters have the option to Vote by Mail. No reason or excuse is needed. To Vote by Mail, you must request a ballot, and your county Board of Elections must receive your Vote by Mail application by **October 26**.

You can download an application for a Vote-by-Mail ballot and see a wealth of other useful and vital information about the New Jersey General Election 2021 at <https://njaficio.org/vbm>, **Your Voter Resource**.

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

Attached please find sample CODE-U messaging for the week of August 23, 2021. Your 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@njaficio.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!

Sample Text & Tweet message:

NJ AFL-CIO: Vote by Mail this year. It's safe, secure, and convenient. Get a ballot, no reason needed. Make your voice heard! Go to <https://njaficio.org/vbm> to find out more.

Sample Facebook Posts:

Option #1



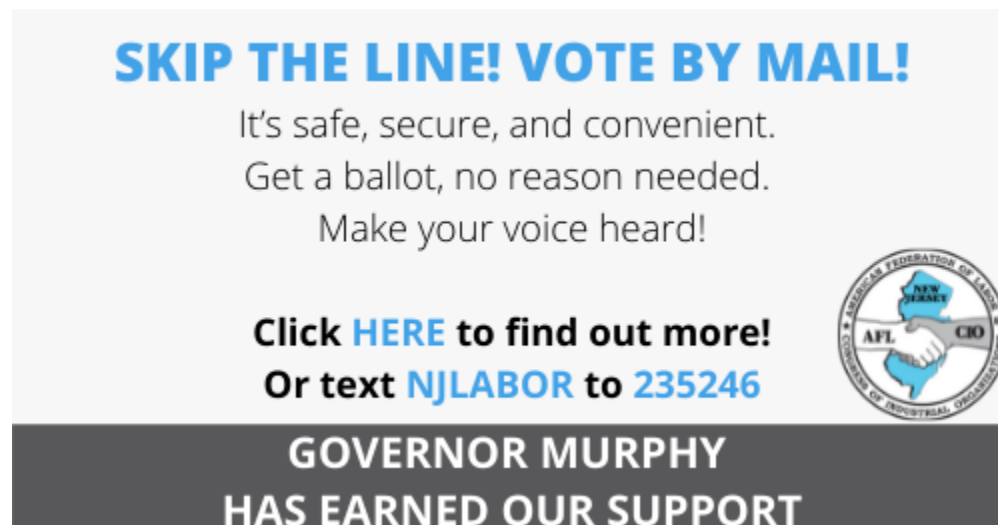
SKIP THE LINE! VOTE BY MAIL!
Voting by Mail Begins on **September 18**
Submit a Vote by Mail Application by **October 26**
Mail or Drop off Your Ballot by **November 2**

Click **HERE** to find out more!
Or text **NJLABOR** to **235246**




**GOVERNOR MURPHY
HAS EARNED OUR SUPPORT**

Option # 2



SKIP THE LINE! VOTE BY MAIL!
It's safe, secure, and convenient.
Get a ballot, no reason needed.
Make your voice heard!

Click **HERE** to find out more!
Or text **NJLABOR** to **235246**



**GOVERNOR MURPHY
HAS EARNED OUR SUPPORT**

Caption: New Jersey Voters: NJ AFL-CIO: Vote by Mail this year. It's safe, secure, and convenient. Get a ballot, no reason needed. Make your voice heard! Go to njaficio.org/register to find out more.

Image links to <https://njaficio.org/vbm>

Sample Website Post:

NJ Union Members Skip the Line! Vote by Mail!

It's Easy as 1-2-3!

1. Request a Ballot
2. Fill it Out
3. Send It In

You can download an application for a Vote-by-Mail ballot and see a wealth of other useful and vital information about the New Jersey General Election 2021 at <https://njaficio.org/labor2021>, Your Voter Resource.

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VOTE-BY-MAIL STARTS SEPTEMBER 18



TEXT NJLABOR TO 235246



Sample Blast email:

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