

New Jersey State AFL-CIO
CODE-U
9/27/21

Email to All Affiliates

Subject Line: Murphy has earned an A+ in Education

New Jersey has the No. 1 public education system in the nation! That's because New Jersey leaders have made education a top priority!

Gov. Phil Murphy believes that every child deserves access to quality education and has made historic investments in our schools and educators. He invested \$150 million to safely re-open schools and close the digital divide.

Governor Murphy knows that quality early education paves the path toward success for our children and believes that investing in early childhood education is also an investment in our state's future. He increased pre-school funding by nearly \$200 million.

Governor Murphy's current budget provides an additional \$50 million for the expansion of tuition-free education for the first two years at any of the state's community colleges, in addition to tax deductions and financial incentives for various education savings accounts.

Additionally, Governor Murphy produced significant investments in apprenticeship programs that provide workers with the essential skills needed to compete for the jobs in today's economy.

On Education, Governor Murphy has earned our support!

You can see the list of union endorsed candidates, download an application for a vote-by-mail ballot and see a wealth of other useful and vital information about this year's General Election at <https://njunionstrong.org>, **Your Union 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 September 27, 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@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!

Sample Text & Tweet message:

NJ Union Members: On Education Gov. Murphy has earned labor's support. To see the list of union-endorsed candidates or to download a vote-by-mail ballot application, go to <https://njunionstrong.org>.

Sample Facebook Posts:

The image shows a Facebook post template. At the top left is the logo of the American Federation of Labor-Congress of Industrial Organizations (AFL-CIO) for New Jersey, which includes a map of New Jersey and the names 'AFL' and 'CIO'. To the right of the logo, the text 'YOUR FUTURE IS AT STAKE' is written in large orange capital letters, followed by 'VOTE' in large grey capital letters. To the right of 'VOTE', the text 'THREE WAYS TO VOTE:' is in bold black, with '1. By Mail', '2. Early', and '3. Election Day' listed below it in orange. Below this section, the text 'On Education, Gov. Murphy has earned Labor's Support' is in bold black, followed by 'Historic investments in:' in bold black. Underneath that, 'Pre-K', 'K-12', 'Higher Education', and 'Apprenticeship Programs' are listed. At the bottom of the post is a call-to-action: 'Click **HERE** to find out more! Or text **NJLABOR** to **235246**'.

On Education, Gov. Murphy has earned Labor's Support

Historic investments in:

Pre-K
K-12
Higher Education
Apprenticeship Programs

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

Caption: On Education Gov. Murphy has earned labor's support. . To see the list of union-endorsed candidates or to request a vote-by-mail ballot, go to <https://njunionstrong.org>.

Image links to <https://njunionstrong.org>

Sample Website Post:

**AMERICAN FEDERATION OF LABOR
NEW JERSEY
AFL-CIO
CONGRESS OF INDUSTRIAL ORGANIZATIONS**

**YOUR FUTURE
IS AT STAKE**

VOTE

**THREE WAYS
TO VOTE:**

- 1. By Mail**
- 2. Early**
- 3. Election Day**

On Education, Murphy and Oliver Have Earned Labor's Support

 

Historic investments in:

Pre-K • K-12
Higher Education
Apprenticeship Programs

MURPHY HAS EARNED AN A+ IN EDUCATION

- Invested \$150 million to safely re-open schools and close the digital divide
- Increased pre-school funding by nearly \$200 million
- Will provide an additional \$50 million for the expansion of tuition-free education for the first two years at any of the state's community colleges
- Has made significant investments in apprenticeship programs to provide New Jerseyans with the essential skills needed to compete for the jobs in today's economy

Click [HERE](#) to find out more!



**Text NJLABOR
to 235246**



Sample Blast email:

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In Unity,