

New Jersey State AFL-CIO  
CODE-U  
October 15, 2021

Email to All Affiliates:

**Subject Line:      Vote Murphy for Governor: By Mail, Early Vote, or Election Day**

This year, New Jersey voters can choose from three different methods to cast their vote. No excuse or reason is needed to vote-by-mail. For the first time, a voter can choose to vote in-person beginning 10 days before Election Day, or they can vote at their assigned polling place on November 2. It's their choice!

**Your future is at stake. Governor Murphy shares our values and has earned our support!**

Attached please find sample CODE-U messaging for the week of October 18, 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.

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 [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021) **Your Union Voter Resource.** Please contact John Shea, COPE Director, at [cope@njaflcio.org](mailto:cope@njaflcio.org) or 609-989-8730 with any questions.

Working together, we'll keep New Jersey union strong!

In Unity,



Charles Wowkanech  
President



Laurel Brennan  
Secretary-Treasurer

**Sample Text & Tweet Messages:**

Union Members: Governor Murphy has earned our support! Vote by mail, vote early, or vote on Election Day! To see a list of union-endorsed candidates, access election forms, and for more information, go to [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021)

**Sample Facebook Post:**

**YOUR FUTURE  
IS AT STAKE  
VOTE**

**THREE WAYS  
TO VOTE:**

**1. By Mail**

**2. Early**

**3. Election Day**

**Three Ways to Vote!**

**By Mail:**  
Complete and return a Vote-by-Mail application by **Oct. 26**

**Early:**  
Visit any Early Voting Center in your county by **Oct. 23-31**

**On Election Day:**  
Visit your regular polling place on **Nov. 2**

**Click [HERE](#) to find out more! Or text **NJLABOR** to **235246****

**Caption:** Union members: Three convenient ways to vote. Find out which voting method works best for you, see a list of union-endorsed candidates, access election forms and more! Go to: [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021)

**Image links to:** [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021)

**Sample Website Post:**

The image shows a sample website post for the New Jersey AFL-CIO. At the top left is the NJ AFL-CIO logo. To its right, the text "YOUR FUTURE IS AT STAKE" is written in orange, followed by "VOTE" in large, bold, dark gray letters. To the right of the text is a vertical column titled "THREE WAYS TO VOTE:" with three numbered options: 1. By Mail, 2. Early, 3. Election Day. Below this section is a dark gray header bar containing the text "Vote Murphy for Governor: By Mail, Early Vote, or Election Day". Underneath the header are two portraits: a man on the left and a woman on the right. To the left of the woman's portrait is the text: "Murphy and Oliver Share Our Values and Have Earned Our Support". Below the portraits is a section titled "Three Ways to Vote!" with three bullet points: "By Mail: Complete and return a Vote-by-Mail application by Oct. 26", "Early: Visit any Early Voting Center in your county by Oct. 23-31", and "On Election Day: Visit your regular polling place on Nov. 2". At the bottom of the post is a call-to-action: "Click **HERE** to find out more! Text **NJLABOR** to **235246**". The NJ AFL-CIO logo is also present at the bottom left.

**YOUR FUTURE  
IS AT STAKE**

**VOTE**

**THREE WAYS  
TO VOTE:**

1. By Mail  
2. Early  
3. Election Day

**Vote Murphy for Governor: By  
Mail, Early Vote, or Election Day**

Murphy and Oliver  
Share Our Values  
and Have Earned  
Our Support

**Three Ways to Vote!**

**By Mail:** Complete and return a  
Vote-by-Mail application by **Oct. 26**

**Early:** Visit any Early Voting Center  
in your county by **Oct. 23-31**

**On Election Day:** Visit your regular  
polling place on **Nov. 2**

**Click **HERE** to find out more!**  
**Text **NJLABOR****  
**to **235246****

**Caption:** Union members: Three convenient ways to vote. Find out which voting method works best for you, see a list of union endorsed candidates, access election forms and more! Go to: [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021)

**Image links to:** [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021)

**Sample Blast email:**

**Subject: Vote Murphy for Governor: By Mail, Early Vote, or on Election Day**

Throughout the pandemic, Governor Murphy has made the health and safety of New Jersey's working families the priority! His strong and decisive leadership will ensure that our state bounces back stronger than ever from the pandemic.

**Governor Murphy is the most pro-union governor we've had in generations and deserves our support!**

This year in New Jersey you can choose from three different methods to vote. It's your choice!

**Vote by Mail:** You must request a mail-in ballot in writing through your county clerk on or before October 26. A ballot will be mailed within a few business days. You can return your completed ballot by:

- 1) Mailing it on or before 8 pm on November 2, Election Day; or
- 2) Placing it in a secure Ballot Drop Box within your home county; or
- 3) Delivering it in person to your county Board of Election office by 8 pm on Election Day.

Vote-by-Mail ballots will NOT be accepted at your assigned polling place.

**Vote Early:** Between October 23 and October 31 you can cast a ballot on a machine. Each county will have at least three [Early Voting Centers](#) open between 10:00 am and 8:00 pm Monday through Saturday and 10:00 am to 6:00 pm on Sundays.

**Vote on Election Day:** Visit your assigned polling location and vote on machines or provisional ballots on November 2 between 6:00 am and 8:00 pm.

**Your future is at stake. Governor Murphy shares our values and has earned our support!**

However you decide, please vote!

To see the list of additional union-endorsed candidates, access Vote-by-Mail, or find a ballot drop box and Early Voting Center near you, visit [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021).

Keep New Jersey Union Strong!