

# Governor's Race is Ours to Lose - We Must Act Now!

A new poll rated our governor's race barely a squeaker for Gov. Phil Murphy – with voting by mail already underway and only 11 days until Election Day.

The stakes couldn't be higher in this election. Phil Murphy is the most pro-union governor in recent history, and according to the Emerson College / PIX 11 News Poll, his lead has tightened to 6 points - 50% - 44.

As we enter the final days when undecided voters begin to focus on the election, voters in union households must hear from you. Early voting – seven days a week – starts Saturday, October 23, and runs through October 31, so there is no time to waste!

Each and every union must re-double their efforts to educate members about the candidates and where they stand on issues important to working families. We also ask that every union provide a maximum number of volunteers to the phone and text banks, increase postings on social media, and speak to sisters and brothers at workplaces.

Attached please find sample CODE-U messaging for the week of October 24, 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, and see a wealth of other useful information about this year's General Election at [www.njafclcio.org/labor2021](http://www.njafclcio.org/labor2021) **Your Union Voter Resource**. Please contact John Shea, COPE Director, at [cope@njafclcio.org](mailto:cope@njafclcio.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

*"The Voice for Working Families in New Jersey"*

**Sample Text & Tweet Messages:**

Union members, family and friends: You can vote early, today! Governor Murphy, Lt. Governor Oliver, all endorsed legislative candidates and 59 rank-and file labor candidates share our values and have earned our support! Now through October 31, you can vote early in person. To learn more visit [www.njaficio.org/labor2021](http://www.njaficio.org/labor2021)! However you decide, please vote! Keep New Jersey union strong.

**Sample Facebook Post:**

Option 1

**Governor Murphy  
Has Earned Our  
Support!**

**You Can  
VOTE EARLY**

**Find an Early Vote Center Here**

[www.njaficio.org/labor2021](http://www.njaficio.org/labor2021)

**Your Future is at Stake**

Option 2



**Governor Murphy  
Has Earned Our  
Support!**

**Vote Early  
NOW**

Find an Early Vote Center Here  
[www.njafcio.org/labor2021](http://www.njafcio.org/labor2021)

**Your Future is at Stake**

The image is a campaign poster for the AFL-CIO in New Jersey. It features a circular logo on the left with a map of New Jersey and the text 'NEW JERSEY', 'AFL', 'CIO', and 'FEDERATION OF INDUSTRIAL ORGANIZATIONS'. To the right of the logo, the text 'Governor Murphy Has Earned Our Support!' is written in orange. The central part of the poster has the text 'Vote Early NOW' in large, bold letters, with 'Vote Early' in orange and green, and 'NOW' in dark grey. At the bottom, there is an orange banner with a dark blue button that says 'Find an Early Vote Center Here' and the website 'www.njafcio.org/labor2021'. Below the banner, the text 'Your Future is at Stake' is written in green.

Option 3



**Caption:** You can vote early, today! Governor Murphy, Lt. Governor Oliver, all endorsed legislative candidates and 59 rank-and file labor candidates share our values and have earned our support! Now through October 31, you can vote early in person. To learn more visit [www.njaficio.org/labor2021](http://www.njaficio.org/labor2021)!

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

**Sample Website Post:**



**YOUR FUTURE  
IS AT STAKE  
VOTE**

**THREE WAYS  
TO VOTE:**  
1. **By Mail**  
2. **Early**  
3. **Election Day**

**The Murphy Administration has  
signed over 40 Pro Labor Bills into Law**



Governor  
Murphy Has  
Earned Our  
Support



**You Can Vote Early  
From October 23-31**

**Keep New Jersey  
Union Strong!**



Go to  
[www.njaficio.org/labor2021](http://www.njaficio.org/labor2021)  
for more info



**Caption:** Union members, family and friends: You can vote early, today! Governor Murphy, Lt. Governor Oliver, all endorsed legislative candidates and 59 rank-and file labor candidates share our values and have earned our support! Now through October 31, you can vote early in person. To learn more visit [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 Line:            You Can Vote Early!**

Governor Murphy, Lt. Governor Oliver, all endorsed legislative candidates and 59 rank-and file labor candidates seeking election to public office share our values and have earned our support!

Vote-by-Mail is underway. To cast your vote before Election Day, any voter can visit an early vote center within their home county October 23-31 between 10:00 am to 8:00 pm Monday through Saturday and 10:00 am to 6:00 pm on Sundays. To vote on Tuesday November 2, Election Day, visit your assigned polling location between 6:00 am to 8:00 pm.

Make your voice heard! Your future is at stake! Please vote! Every vote counts

Make sure your family members, friends, neighbors, and co-workers vote. Every vote matters!

To see the list additional union endorsed candidates, a ballot drop box and early voter center near you visit [www.njaflcio.org/labor2021](http://www.njaflcio.org/labor2021).

Let's Keep New Jersey Union Strong!

In Unity,