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Empowering today’s generation of intelligent, militant, and strategic youth freedom fighters

Pursuing Liberty in the Face of Injustice

#IMATTER CAMPAIGN TOOLKIT
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July 11, 2015

Greetings Youth and College Division.

As we gather for the 106th NAACP Annual Convention, our nation is grappling with the growing epidemic of police misconduct and violence in communities across the country. Last October, the Youth and College Division launched its #IMatter campaign designed to affirm the value of the lives of young people and empower them to create lasting change in their local communities. In February 2015, the National Board of Directors adopted Youth and Young Adult Engagement as our sixth game changer priority area, in an effort to support the work of our young freedom fighters and to help strengthen the bridge between young people and seasoned adults throughout the Association. We know there is much work ahead and we are thankful for the strong support of so many young freedom fighters throughout the country.

Our nation is at an important crossroads and your action and commitment to justice are more important now than ever before. The NAACP stands committed to empowering you with the tools and skills necessary to change this world for the better. As you use this toolkit to implement strategies and tactics, I challenge you to do so with courage and boldness. You are not the future leaders of this great Association; you are today’s leaders. We believe in you and we support you.

As always, the Youth and College Division is a leader in our movement and your work gives us the motivation to keep fighting. During the past year, so many of you have renewed your commitment to the NAACP Youth and College Division and its pursuit of justice and equality for all people. Your efforts have helped us build a powerful army of youth freedom fighters who will drive the direction of justice in this country for decades to come. We have won important victories, but much more remains to be done – we know that we are up to this challenge.

The future is calling and with your help the NAACP Youth and College Division will answer!

Sincerely,

Roslyn M. Brock
Chairman
NAACP National Board of Directors
July 11, 2015

Greetings Youth and College Division,

The events of this past year have been a sobering reminder of the systemic issues that still plague our nation. We have watched as videos emerged from cities across the country offering evidence into a problem we have grown to know all too well. We have watched legislators slow to respond with thoughtful and substantive reforms. Even in the face of such injustice, young people across this country have been at the forefront of a reinvigorated fight. Young people, just like you, have given new energy and life to the fight for justice and equality in our country.

Last December, in the midst of blistering cold and racist taunting, the NAACP marched through the state of Missouri, calling on the governor and attorney general to live up to their offices and support justice in the wake of Ferguson. This summer, we will do it again, as we march from Selma to Washington, D.C., “America’s Journey for Justice,” calling for justice because we know Our Lives, Our Votes, Our Jobs and Our Schools Matter. We need you to join us. This toolkit provides baseline information which will allow your units to engage the community and local legislators. As we journey, I also challenge you to use this toolkit to marry your marching with action on the ground.

How many more unarmed young people of color must be killed before lawmakers take racial profiling and police brutality seriously? The End Racial Profiling Act of 2015 (ERPA) was introduced in Congress just last month. This bill has been introduced and failed twice before at the hands of politicians who do not see the problem with racial profiling. We cannot afford to let another year go by without the critical protections this bill provides. We are counting on you, and we believe in you.

The Youth and College Division’s #IMatter campaign is designed to affirm the value of the lives of young people and empower them with the tools to successfully pass legislation such as ERPA. You have what it takes, and we will continue to support your efforts. In February, the NAACP National Board of Directors adopted Youth and Young Adult Engagement as our sixth game changer priority area, because they too recognize how critical you are to our robust advocacy and legislative reform efforts. You are not our future; you are our right now!

Keep up the great work. We look forward to your joining us along the march during #JusticeSummer.

Kind regards,

Cornell William Brooks
President and CEO
July 11, 2015

Greetings.

Given the alarming string of recent incidents in our country regarding racism on college campuses, gun violence, police killings, shrinking access to quality public education and other areas of importance, the Youth and College Division is needed now more than ever. We need you – NAACP soldiers – to put on your full armor so that freedom and justice can reign in our local communities.

This toolkit is designed to help provide a framework of information and resources for young people across the country to use to get active around any number of issues impacting local communities. Since the NAACP’s inception in 1909 and establishment of the Youth & College Division in 1936, young people in the NAACP have continuously carried the mantle of justice and freedom.

While we face disturbing realities, we must remember who we are and the basis of our mission. We are NAACP Soldiers! Stepping with boldness onto the battlefield, protecting our liberties and freedoms, we must work together to ensure a better nation for all of us.

Let me also pause and thank my colleagues on the National Board of Directors for their support in adopting Youth and Young Adult Engagement as the NAACP’s newest game changer priority area earlier this year. Their vision for supporting young people and moving the NAACP towards purposeful engagement around issues affecting young people of color is unwavering. We are all thankful for their leadership.

I wish you all much success as your local Youth and College units continue implementing the #IMatter campaign. Please know the National Youth Work Committee remains committed to support local youth units; if we can be of assistance, please do not hesitate to contact your regional representatives. Keep fighting for the moral and just world that we all know is necessary and possible.

Yours in freedom and justice,

Da’Quan M. Love
Chairman, National Youth Work Committee
Last summer, as we were gathering in Las Vegas, the nation witnessed video of an unarmed father, son, husband and friend die while in a police chokehold. Several weeks later, we watched again as Ferguson exploded with protests, anger, activism and righteous indignation as our timelines filled with pictures of another unarmed black person laying in the street dead for more than four hours. From there, the videos kept coming and they are still coming. Whether on a corner in Long Island, a park in Cleveland or Chicago, a street in Ferguson or a private pool in McKinney, the injustices keep happening and our rage remains constant.

Each time it happens, we become even angrier and our desire to do something becomes even more concrete. In all honesty, the videos can become overwhelming and can leave us to process feelings and emotions we wish we did not have to feel. It is in these moments, that we must marry our rage and our action to push forward an agenda and a purpose that will change the very core of our nation and ultimately our world.

Last fall, the Youth and College Division launched our #IMatter campaign. It is designed to empower young people across the country to affirm their lives – their value – and to give you a starting point for your advocacy and activism. The campaign challenges us to acknowledge the systemic root of every incident of police misconduct and violence we see unfolding in our country. This toolkit will provide a starting point for a number of tactics you can use to fight for systemic reform. We want you to make your voices heard in a loud and tangible way. We must be strategic and dedicated to this cause – nothing worthwhile comes easy. WE ARE NAACP SOLDIERS!

The time is now to work together, raise our voices and challenge those in power. We already know you are committed to the movement; now just keep changing the world. Let’s go!

Peace and Power,

Sammie J. Dow
National Field Director, NAACP Youth and College Division
The #IMatter campaign is the Youth and College Division’s campaign that focuses on improving public safety by addressing the problem of gun violence and police brutality. Every day in this country, 83 people die as a result of gun violence. Black men between the ages of 15 and 19 are almost five times more likely than their white peers and more than twice as likely as their Latino peers to die from gunfire. In addition to gun violence, recent cases of officer-involved killings all over the country have become a serious concern for people of color. Young black men are 21 times more likely to be shot and killed by police than their white peers. Unfortunately, young women of color often fall victim to gun violence and police brutality as well.

With recent incidents of police brutality all over the country, it’s extremely important that Youth and College units play an active role in addressing this life or death issue in their local communities. We all know the issue of over-aggressive policing tactics within communities of color is a systemic problem that can impact any of us. Our collective consciousness as a nation has been reawakened and people of color have no choice but to speak up and organize to affect much needed and long overdue change in our communities.

The #IMatter campaign is aimed at achieving the following goals:

- Increasing Youth and College Division community engagement on the issue of gun violence and police brutality
- Increasing diversity in local law enforcement across the country
- Enhancing surveillance and accountability of police activity through body-worn and dashboard cameras
- Establishing citizen police review boards that offer policy recommendations for officer-involved misconduct, shootings and killings

Units can lead the campaign effort in their local communities by:

- Holding a town hall in your local community or on your college campus! Town halls are a great way to bring the community together to address and learn more about an issue that deeply affects them.
- Meeting with your elected officials (local and state) to advocate for public safety and support legislation to prevent police brutality. Also consider attending and speaking at City Council/County Commission meetings to raise awareness about this issue and how it impacts young people of color.
- Writing opinion editorials or blog posts to amplify your voice on this issue. Additionally, if you like to make videos or have other creative ideas, go for it!
- Promoting the campaign and your participation on social media i.e. Facebook, Twitter, and Instagram. Use social media to post pictures of activities, events, members, and videos etc. to the #IMatter hashtag!

If you have questions, contact us at (410) 580-5656 or YouthCollege@NAACPnet.org.
What is Organizing?

Organizing is the process of building power as a group and using this power to create positive change in our lives. Power is the ability to control our circumstances and make things happen outside of ourselves. We aim to build collective power which is the power that a group has by working together with a shared interest in achieving a goal.

For communities of color, we have so many systemic problems and disparities to address and issues to organize around, namely the five game changers: education, economic stability, health, public safety and criminal justice, and voting rights and political representation. As we see an ongoing threat to our public safety and our right to life and justice under attack, the #IMatter campaign addresses the public safety and criminal justice game changer.

As we organize around these issues to create positive change in our lives, we must remember and always keep in mind the mission of the Youth and College Division, which is:

- to inform youth of the problems affecting African Americans and other racial and ethnic minorities;
- to advance the economic, education, social and political status of African Americans and other racial and ethnic minorities and their harmonious cooperation with other peoples;
- to stimulate an appreciation of the African Diaspora and other people of color’s contribution to civilization;
- and to develop an intelligent, militant and effective youth leadership.

Organizing is a practice essential to meeting the mission of the Youth and College Division. Organizing often takes the form of advocacy. Advocacy is all about influencing outcomes that directly affect people’s lives. We strive to influence the outcomes of public policy, resource allocation, and decisions within political, economic, social systems and institutions.

In order to advocate effectively, we have to be able to spread our message to others. We must be able to articulate our purpose in a short and simple manner. We must be able to say who we are, what our issue is, why we care about this issue, why others should care about this issue and what specific actions/participation we’re seeking from others. The success of your advocacy depends on your ability to create public awareness around your issue and get others to support your cause.

Advocacy often takes the form of town halls, coalition building, public hearings, teach-ins, direct lobbying and grassroots lobbying just to name a few.

There are so many ways to organize around the issues that we care about. The #IMatter campaign toolkit will highlight a few areas where you can raise public awareness around the issue of gun violence and police brutality. The toolkit provides information on developing a strategy, organizing a town hall meeting, meeting with an elected official, writing a letter to a public official, writing an opinion editorial and building a social media presence. This toolkit is not extensive – we’ve identified just some of the ways a Youth and College unit can participate. Feel free to be creative and try new things as you do the work of the #IMatter campaign!
How to Strategize when Organizing

Before advocating for an issue, you will need to determine the strategy for your campaign. One of the easiest ways to map your plans is through a strategy chart like the one below. By completing this chart for your issue, you will be creating a roadmap for your campaign. Anyone involved will be able to quickly understand your purpose and how you will achieve your goal(s).

After choosing your issue, fill in this chart as a guide to develop your strategy. Be specific. List all the possibilities.

### Midwest Academy Strategy Chart

<table>
<thead>
<tr>
<th>Goals</th>
<th>Organizational Considerations</th>
<th>Constituents*, Allies*, Opponents</th>
<th>Targets</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. List the long-term objectives of your campaign.</td>
<td>1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, capacity, etc. What is the budget, including in-kind donations, for this campaign?</td>
<td>1. Who cares about this issue enough to join in or help the organization? - Whose problem is it? - What do they gain if they win? - What risks are they taking? - What power do they have over the target? - Into what groups are they organized?</td>
<td>1. Primary Targets* - Who has the power to give you what you want? - What power do you have over them?</td>
<td>For each target, list the tactics* that each constituent group can best use to make its power felt. Tactics must be: - In context. - Flexible and creative. - Directed at a specific target. - Make sense to the membership. - Be backed up by a specific form of power.</td>
</tr>
<tr>
<td>2. State the intermediate goals for this issue campaign*. What does victory look like? How will the campaign: - Win concrete improvement in people's lives? - Give people a sense of their own power? - Increase your power?</td>
<td>2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each: - Expand leadership group - Increase experience of existing leadership - Build membership base - Expand into new constituencies - Raise more money</td>
<td>2. Who are your opponents? - What will your victory cost them? - What will they do/ spend to oppose you? - How strong are they? - How are they organized?</td>
<td>2. Secondary Target* - Who has the power over the people with power to give you what you want? - What power do you have over the secondary target?</td>
<td></td>
</tr>
<tr>
<td>3. What short-term or partial victories can you win as steps toward your long term goal?</td>
<td>3. List internal problems that have to be considered if the campaign is to succeed.</td>
<td></td>
<td></td>
<td>Tactics may include: - Media events - Actions for information and demands - Public hearings - Strikes - Voter registration and education - Lawsuits - Accountability sessions - Elections - Negotiations</td>
</tr>
</tbody>
</table>
Strategy Glossary

**Allies:** the people and organization(s) that can help you get what you want.

**Campaign:** work in an organized and active way toward a particular goal, typically a political or social one.

**Constituents:** the people directly impacted by issue you are organizing around.

**Demand:** the specific measurable thing you want to win.

**Goal:** the result or achievement toward which an effort is directed; aim; end.

**Primary target:** a target is the person who can give you what you want. It is always a person. It is never an institution or an elected body. For example: the primary target is not the City Council. The primary target would be the individual City Council members.

**Secondary target:** a person who has the power over the primary target and can help give you what you want. For example: the secondary target may be individuals within an organization that donated money to the City Council member’s campaign.

**Tactic:** an action taken to move your target to give you what you want.

How to Organize a Town Hall Meeting

Town hall meetings are informal public meetings that are effective in bringing the community together to discuss important civil rights and human rights issues. For the #IMatter campaign, organize a youth led and youth focused town hall meeting that addresses gun violence and police brutality. Town halls provide an opportunity for you to get information about an issue to the public and bring together citizens and public officials to begin efforts to create change.

As you organize the town hall, make sure to invite public officials to the town hall meeting to either speak or respond to people. It is important to not only to allow people to be heard by those who may have power to directly create change, but also to form partnerships to work together towards a solution.

The following are recommended steps for a successful town hall meeting:
Planning the Town Hall

- Identify local partners to work with in planning the meeting. Make sure they are diverse and represent the diversity in your community. Advocacy organizations who represent youth and/or other communities of color are often good potential partners.

- Research the issue/incident and how it impacts your community. If there have been reports written or studies done on the issue in your community make sure you are aware of them and perhaps include the date in your talk at the meeting.

- Goal for holding the town hall meeting: Educate the community on the issue or have local officials respond to community concerns.

- Determine the format of the town hall meeting. This can vary depending on your objective. You can have anywhere from 3 – 4 speakers and a moderator. Well-respected speakers will often determine how successful your town hall meeting is. Alternatively, you can feature a panel discussion that includes 4 – 5 panelists. Speakers or panelists may be youth leaders, policy experts, media or government officials, local leaders, police department representatives, school district representatives, representatives from the legal field or academics etc. Make sure to include a youth leader as a speaker or among the panelists! The youth leader should enjoy public speaking and have a personal or close experience with and deep interest in gun violence, racial profiling and/or police brutality.

- If you choose the format that includes speakers, have each speaker prepare 5 – 10 minute long remarks that speak to their expertise as it relates to gun violence and police brutality. Provide the speaker with direction about the areas their remarks should address i.e. how young people are affected by the issue and how the issue impacts the community as a whole.

- If you choose the format that includes a panel, allow each panelist 30 seconds to introduce themselves to the audience. Prepare questions to ask the panel. Your unit members may want to have a brainstorming session to identify the questions you want to ask the panelists. Make sure the questions are balanced and allow each panelist time to speak throughout the panel. (The moderator is especially important if you choose the panel discussion formation. The moderator makes sure one panelist doesn’t dominate the discussion.) Sample questions include:
  - What are some of the causes of gun violence and police brutality?
  - What are some of the effects that gun violence and police brutality have on communities of color?
  - How can young people collaborate with elected officials and law enforcement to help prevent gun violence and police brutality?
  - What can young people do in this community to help prevent gun violence and police brutality?
Choose a location for your town hall that is accessible to youth in your community such as a community center, a school gymnasium, a college student center or auditorium that college students are familiar with.

Hold the town hall during the early evening where you’re likely to get the best attendance! If you’re holding it on a college campus, try to pick an evening that doesn’t compete with too many night classes.

Make sure you provide written/email information about the event to all speakers/panelists and the moderator well in advance (as soon as you have all the necessary information).

Make sure to invite local media through a media advisory well in advance (at least 3 weeks in advance).

Identify all of the roles that need to be fulfilled during the event to ensure its success and delegate those roles and responsibilities to the unit members and other partnering organizations. Roles include greeters at the beginning of the town hall, a moderator, a youth leader serving as a speaker/panelist, and social media team that tweets/posts during the town hall. The moderator should be a member of the local or state Youth and College Division unit of the NAACP. If necessary, a well-respected adult member of the community can provide backup to the youth moderator.

Prepare information about the issue, the speakers/panelists, and the NAACP Youth and College Division for the day of the event.

Prepare sign-in sheets as well as evaluation forms for distribution during the event.

Have the Press and Publicity Committee develop and implement a marketing plan. They should focus on promoting the event in your local newsletters, pass out flyers, send email blasts, and post to social media such as Facebook, Twitter, and Instagram.

Ask partner organizations to also help promote the event. Make it easy for partner organizations to promote the event by providing them with the flyer as well as sample Facebook posts and tweets for Twitter.

The Day Of

Make sure you have enough volunteers to sit at a welcome table, give out press packets to press, sign in other guests.

Invite town hall attendees to take pictures holding #IMatter signs and shoot quick #IMatter videos answering the question of why they matter.
• Begin the town hall with a welcome/introduction by you or a spokesperson from one of the partner organizations. Take this time to identify the problem you are meeting about. Frame the town hall by discussing the deaths of young people of color to gun violence and police brutality.

• Introduce the moderator and have him/her coordinate the rest of the town hall by introducing speakers/panelists, keeping time, and coordinating the question and answer session.

• Allow a total of 30 – 35 minutes for the speakers to make statements or 40 – 45 minutes for the panel discussion, and then open it up to questions from the audience.

Debrief

• Send thank you cards or emails to the town hall speakers/panelists immediately following the town hall.

• Two weeks after the town hall meeting, get together with the key partners and individuals from the town hall to discuss whether you have achieved your goals and possible next steps. This is also an opportunity to get feedback from the speakers and the moderator prior to this meeting.

• Develop an action plan (using the strategy chart) for next steps to build on the momentum of the town hall meeting.

Source:
NAACP 2010 Toolkit – Handbook

How to Meet with an Elected Official

Meeting your elected officials is one of the most effective ways you can make your voice heard on issues and campaigns your unit is working on. Your elected officials need to hear from young people in their community about the #IMatter campaign and the impact gun violence and police brutality has on their lives. Meeting with your elected officials is a great way to begin building a relationship with those who have power and are often our primary or secondary targets.
Scheduling the Meeting

- Call the elected official’s office and ask to speak with the scheduler. You may need to call a few times before speaking with the scheduler. When you speak with the scheduler, request a face-to-face meeting with your elected official and the staffer or staffers who specialize on your issues. Be prepared to tell the scheduler what the meeting is about. Email and fax a request for the meeting with all required information to the scheduler.

- Once the meeting is scheduled, follow up with the scheduler a week in advance of the meeting to reconfirm your meeting.

Preparing for the Meeting

- Research your elected official’s positions on some of the issues that you care about and will discuss on your visit.

- Establish which attendees will fill the primary roles during your visit:
  - Organizer is responsible for confirming the meeting time and location. In addition, they should make sure to have enough lobby visit folders for each meeting.
  - Facilitator ensures that the meeting is on task and that everyone has an opportunity speak during the visit.
  - Note taker is responsible for recording all of the questions that were asked during the meeting. The note taker also records any commitments or follow up request made during the meeting.
  - Testimonials: there should be several attendees on hand to share their personal stories of how they are affected by gun violence and police brutality. If you are unable to identify youth who can speak to this issue and attend the meeting, have youth speak about the issue more generally. Talk about your fears and your concerns for your own safety since gun violence and police brutality is all too common in communities of color.
  - Helpful Hint: If your group has less than 4 people, ask attendees if they will volunteer to take on more responsibilities. If you have more than 4 people, multiple people can give testimonies or stand/sit quietly and serve as concerned voters.
• Make sure that all attendees who have primary roles are thoroughly prepared for the meeting. Remember that it will be your responsibility to run the meeting. Be prepared with an agenda and talking points for attendees who will be speaking (See Page 17). Your visit may last between 15 – 20 minutes.

**During the Meeting**

• Introduction
  
  • The facilitator of the group should start the meeting. Identify your organization and legitimize your power. Who are you? How many youth do you represent? Make the introduction brief to allow for time to discuss the issue at hand. Try to include the following:

  - Introduce yourselves individually if you are a group of 6 or less. For larger groups, only have the people who are speaking introduce themselves.

  - Explain that you are with the NAACP Youth and College Division, the NAACP mission, and how you demonstrate power on campus/in your community.

  - To demonstrate your power, state the number of people you registered to vote in the most recent election or state that you all are active participants in registering thousands of voters, and you will assist in registering students for the upcoming election.

  - Thank your elected official for some positive action they took recently.

• Issues and Personal Testimonies

  • State the overall reason why your group is there; then break your topic down into specific issues you want to address.

  • One attendee presents Issue 1 (preventing gun violence), provides three reasons why this issue needs to be addressed and then shares their personal testimony.

  • Another attendee presents Issue 2 (ending police brutality), provides three reasons why this issue needs to be addressed and then shares their personal testimony.
• Make a Specific Ask
  
  • It’s important that you are prepared to ask the correct questions of the elected official and/or staff person. It’s not enough for him or her to assure you that she or he is “for issue X” – you want her or him to vote a certain way, to sponsor legislation, or to sign on and cosponsor. Be polite but firm. It is your right to ask your elected officials their position on the issues. If you disagree with his/her position, say so. Politicize the issue – make it clear that voters will be unhappy if she or he does not take the correct position on the issue.
  
  • Helpful hint: Be in control of the meeting. Don’t allow the elected official or staffer to distract you from your goal. The facilitator should be respectful as he or she steers the meeting back on course.

• Wrap Up
  
  • Review comments, commitments and any follow-up requests.
  
  • Leave any documents you brought for them to look over and your business card.
  
  • Thank the elected official and staff for their time and leave as a group.

Post Meeting Debrief

• Meet in a separate location outside of the building to discuss the meeting or to a remote location to discuss the meeting as a group. Discuss any requests for additional information made by the elected official’s office and delegate the tasks to the group. (Helpful hint: Never, ever stand outside of the office where the visit occurred to debrief. You never know who is in the hall and who can hear you.)

Meeting Follow-Up

• Follow up with the elected official’s office! Send a thank you note as well as any information you promised during the meeting and ask again about commitments.

Source:
NAACP Youth & College Division Lobby Visit Quick Reference
RESULTS Educational Fund’s Activist Milestones
Meeting with Elected Officials Agenda & Script

1. Opening

- Should be given by the person facilitating the meeting

- Sample: Good afternoon. Thank you so much for your time today. We are here representing the NAACP Youth and College Division. We are leaders of the (insert youth council or college chapter name).

2. Introduction

- Introduce all who are present if the group is small, if the group is larger only introduce people who are facilitating or presenting.

3. The “Thank You”

- Thank the elected official for something good they did recently

- Sample: We’re aware that you recently voted in favor of (mention specific legislation). Thank you so much for your support on this important issue.

4. Personal Stories

- Issue 1 and Testimonial (Gun violence)

  Gun violence is an issue that really affects young people of color. People of color are killed at alarmingly high rates. We are concerned about the lack of legislation (locally or statewide) to help prevent gun violence. On a personal note, I have lost a loved one to gun violence. (Share your story).

- Issue 2 and Testimonial (Police brutality)

  With recent incidents of police brutality leading to the murders of Michael Brown in Ferguson, MO and Tamir Rice in Cleveland, OH to name a few, we are extremely concerned about our safety. We often fall victim to being racially profiled. Law enforcements claim fear and receive no punishment after killing innocent people. On a personal note, I have lost someone I care about to police brutality. (Share your story. If you don’t have a personal story, talk about how the deaths of Michael Brown and other victims have affected you.)
5. The Ask

- Be specific on what you are asking for
- Will the member support your issue or vote a certain way or not?
- Sample: We’re asking that you support (local or state) legislation that helps prevent gun violence and incidents of police brutality and killings.

6. Comments from elected official or staffer

- Allow elected official or staffer to make comments or ask questions

7. Wrap up

- Be sure to thank the member for meeting with your group
- Review next steps with elected official/staffer

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How to Write a Letter to a Public Official

You can express your concerns about gun violence and police brutality by writing a letter to a public official. In this letter, you may request action to be taken from this leader. A well-crafted letter will be crucial to making sure that your position is understood and considered.

You can amplify your voice further and make sure the public official pays attention to your issue by organizing a letter writing campaign and getting your Youth and College Division unit as well as community members to write letters! You may draft one letter as a unit and get your members and the community to sign onto one letter or you may ask people to write their own personal letters.

Here are some tips for formatting your letter to a public official:

- Be sure to include name, department, and address of the official you are trying to reach.
- You should start by indicating the purpose of your letter. It should include how your unit is related to and impacted by the matter at hand. You may include local statistics and research.
  - Sample: I am writing to you to bring attention to my concerns about gun violence and police brutality that impacts my community.
- You should be clear about what you expect this public official to do in response to your letter. You can include supporting information as to why this action is so important.
• Sample: Please support legislation that helps prevent gun violence and incidents of police brutality

• Sample: Please advocate for young people of color on this issue. We're invested in raising our voices and exercising our right to vote. We're an important demographic that cannot be ignored.

This letter should be signed by the unit president, including the title, mailing address, email address and phone number. Individual members can sign their name to the letter and indicate that they are a member of your unit. (Numbers matter! Send as many individual signatures as you can!)

Remember, this is a formal letter and should be formatted as one.

Be sure to indicate that you will follow up with the public official. This letter is only one step and they will hear from you in the near future.

Source:
NAACP 2010 Toolkit – Handbook
How to Write an Opinion Editorial

An opinion editorial or op-ed is a written piece, typically 750 words in length, meant to express a specific opinion about a current issue. Op-eds are articles that appear opposite the editorial page of practically all newspapers. They are written by local citizens, experts and leaders of organizations on topics that are relevant to the newspapers’ audience. Depending on the paper, the topics can range from a hotly debated national issue to a problem only important to the readers of a town’s newspaper.

Within the context of the #IMatter campaign, gun violence and police brutality overwhelmingly impact young people of color. Trayvon Martin and Michael Brown are forever ingrained in our consciousness as a people. We see ourselves in them because we know it could be us, it could be our brother or our friend. As such, it’s extremely important that our youth leaders all over the country make their voices heard on this life or death issue of police brutality.

Basic Op-Ed Structure (This is not a rule! Just one way to approaching it.)

- Lead/Introduction
- Thesis
- Body
- “Some might say…”
- Conclusion

Lead/Introduction:

The introduction should highlight the issue and include the hook, what makes the story timely and relevant.

- Personal – Do you have a personal story or someone's personal account on police brutality or gun violence? This is a great hook to capture the reader’s attention.
- Anecdotal – Why are you or your members/coalition/ etc. in this fight to end police brutality and reduce gun violence?
- In the News – Any state facts or historical notes on police brutality or gun violence that are staggering or attention getting? Perhaps, you can connect the historical culture of lynching to our modern day violent culture of police brutality.

Thesis: State your argument – either explicitly or implicitly.

Sample thesis statements:

- Police brutality is a serious life or death issue that disproportionately affects young people of color. As such, young people of color must be engaged for their livelihood. We must fight for safer communities for young people of color to flourish in.
We must advocate and organize for the support of legislation on the local, state and federal level that aims to increase safety and decrease incidents of gun violence and police brutality.

Body:

This should be an area that focuses on the arguments you are trying to make. Arguments should be based on evidence such as stats, news, reports from credible organizations, expert, quotes, scholarship, history, first-hand experience.

In the body of your op-ed, depending on your thesis statement, you may consider discussing the following arguments: (1) nationwide issue that must be addressed, (2) incidents of police brutality since the murder of Michael Brown, (3) 400 police killings ever year*, (4) the practice and harms of racial profiling, (5) the importance of legislation moving through federal and state legislatures, (6) the lack of police accountability and consequences for killing unarmed citizens, (7) value of black lives, and (8) the concerns people of color have for their livelihood and the livelihood of their loved ones etc.

- Argument #1
  - Evidence
  - Conclusion

- Argument #2
  - Evidence
  - Conclusion

- Argument #3
  - Evidence
  - Conclusion

“Some might say...”: This is a short paragraph where you can quickly rip apart a counter argument, which will most likely be needed. You should use something germane to your state, or at least something that would be familiar to the readership.
Sample “some might say...”:

Some might say that if young people of color knew how to interact with police officers or if they dressed differently, they would not have to be concerned with police brutality. However, 12 year-old Tamir Rice was doing absolutely nothing wrong when he was gunned down by police officers.

Some might say that law enforcement officers are simply protecting themselves from people they perceive to be as threats. People of color are often perceived as threats due to racial profiling. People of color should not fear for their lives because of the fear that law enforcement officers claim to feel after they’ve murdered an unarmed person of color.

Conclusion:

This is an area for you to close strongly, restate the thesis, quickly summarize your main arguments and include a call to action. Ask the reader to become engaged on the issue or to support new legislation to prevent police brutality.

Tips for Op-Ed Writing

1. Own your expertise. Know what you are an expert in and why – but don’t limit yourself. Consider the metaphors that your experience and knowledge suggest.

2. Stay current. Follow the news – both general and specific to your areas of specialty.

3. Cultivate a flexible mind. Remember that a good idea may have more than one news hook, indeed if the idea is important enough it can have many. So keep an eye out for surprising connections and new news hooks!

4. Use plain language. Jargon serves a purpose, it is rarely useful in public debate, and can obfuscate – sorry, I mean cloud – your argument. Speak to your reader in straight talk.

5. Respect your reader. Never underestimate your reader’s intelligence, or overestimate her level of information. Recognize that your average reader is not an expert in your topic, and that the onus is on you to capture his or her attention – and make the argument a compelling one.

Tips on Submitting an Op-Ed to a Campus or Local Newspaper

1. Confirm the word length before submitting.

2. Follow the instructions provided by the newspaper to submit the op-ed.

3. If you can, be familiar with the preferences and leanings of the newspaper.

4. If you haven’t heard back from the newspaper within 7-10 days, it’s safe to assume that your op-ed will not be published. You can follow up with the editor with a deadline for receiving a response. Alternatively, you can try shortening the op-ed and submitting it to the newspaper’s editor or submit the op-ed to another newspaper altogether.

Source:
http://www.thepopedproject.org/
(Program Training and Consultation Centre)
Social Media Presence

As units bring the #IMatter campaign to life, we must remember to share our work on social media outlets like Facebook, Twitter and Instagram to name a few. If your unit has yet to create a page on these three outlets, please stop reading (just for a moment) and do so right now! We know that Youth and College units are doing great work in their community but sometimes they forget to share their work to the wider public.

Social media is a great tool to share your #IMatter campaign work with the world. People from within and outside of your immediate community have the opportunity to take a look at what you’re doing and support your efforts with likes and retweets. The Press and Publicity Committee is the perfect committee to take responsibility for updating these social media pages. The Executive Committee should have access to the account passwords as well.

Here are the big three social media outlets that you should use while promoting the work of your unit:

1. **Facebook** has over 1 billion users as such it’s one of the best ways to promote your work. If your unit chooses to use one social media outlet instead of all three recommended, make sure it’s Facebook. Creating a Facebook group allows members of the unit to join and supporters to like the Facebook page and receive updates on their news feeds.

2. **Twitter** has a smaller audience than Facebook but is a valuable tool as well. The main difference between Twitter and Facebook is that Twitter limits “tweets” i.e. posts to 140 characters. It’s a great place to have conversations and debate with other users. It’s a great space to hold digital town halls to reach a wider audience! It’s also the creator of the hashtag!

3. **Instagram** is a popular free photo application mostly used on cell phones with cameras. Instagram also has a website but it’s much easier to use the free phone application. A great feature about Instagram is that it allows you to simultaneously post pictures to Facebook and Twitter!

Once these social media pages have been created do the following:

- Inform each member in the unit of the pages so they can like or follow the page. Encourage each member to get their friends to do the same. (Your unit will need to invest gaining a “following.”)

- For the cover photo, use the #IMatter campaign cover photo, the Youth and College Division logo or you can create a unit specific cover photo like a unit group picture!
• Make sure that your first posts or tweets are exciting and eye-catching! Consider launching the pages in conjunction with an event or an activity your unit is holding!

• The Press and Publicity Committee should be charged with keeping these pages updated regularly. A page that is rarely updated isn't worth following.

• Inform Youth and College Division staff that these pages have been created.

**Use the social media pages to do the following:**

• Promote the #IMatter campaign and your campaign activities!

• Promote all kinds of work that your unit is doing – an event, a direct action, a membership recruitment meeting, a leadership training, community service etc.

• Post pictures of the aforementioned activities as well as pictures of your members!

• Promote your unit leaders who are doing great work in the community!

• Encourage unit members to promote the campaign on their personal account as well to help amplify the reach on social media.

**Sample posts on Facebook:**

1. We’re holding an #IMatter town hall addressing police brutality on (date) at (time). We encourage you to attend and be a part of this important youth led community conversation!

2. Make sure your voices are heard. Join us for our #IMatter letter writing campaign! We’re letting our public officials know about our concerns regarding our public safety, especially as it relates to gun violence and police brutality. Click here: (include link) to download the letter and sign on!

3. Do you enjoy writing and want to express your feelings about recent incidents of police brutality all across the nation? Are you interested in meeting with your elected officials? Are you ready to take action? Become a member of (unit name) and be a leader of the #IMatter campaign!

4. Our (unit name) matters and we’re fighting to end gun violence and police brutality! Recently, we’ve (include your recent activities for the #IMatter campaign)! We still have so much to do! Join us! Join the movement. #IMatter
Sample tweets on Twitter

(Remember the 140 character limit. These tweets can be sent from the official unit account as well as the accounts of individual members!):

1. #IMatter because _____________________________________________.

2. #IMatter and I’m fighting for _________________________________________.

3. We’ll never forget Trayvon Martin, Mike Brown and Tamir Rice. They still matter. We matter. We fight for them. #IMatter

4. Police brutality disproportionately affects young people of color. We’re committed to ending police brutality. We matter. #IMatter

5. Town Hall Tweet: We’re so excited about our #IMatter town hall addressing police brutality on (date) at (time)! Click here for more info: (include link). Hope to see you there! (During the actual town hall, have youth members live tweet the town hall!)

6. Opinion Editorial/Blog Post Tweet: Include a great and short quote from the article, the link to the article and the #IMatter hashtag.

Example of Pictures Posted on Social Media for the #IMatter Campaign
AMERICA’S JOURNEY FOR JUSTICE

NAACP and activists like you are coming together to embark on an 860-mile journey to show the entire nation OUR LIVES, OUR VOTES, OUR JOBS, AND OUR SCHOOLS MATTER.

Alabama 08/01
Georgia 08/07
South Carolina 08/18
North Carolina 08/23
Virginia 09/01
Washington, DC 09/15
Final Rally and Lobby Day
URGE PASSAGE OF THE END RACIAL PROFILING ACT
TO HELP PROTECT AFRICAN AMERICANS AND OTHER RACIAL, ETHNIC AND RELIGIOUS MINORITIES FROM ILLEGAL STOPS BY LAW ENFORCEMENT

S. 1038 / H.R. 2581 WOULD CREATE A NATIONAL PROHIBITION AGAINST RACIAL PROFILING BY LAW ENFORCEMENT AGENTS AND PROVIDE TRAINING

THE ISSUE:
The End Racial Profiling Act has now been introduced in the U.S. Senate by Senator Cardin (MD) (S. 1038) and in the U.S. House of Representatives by Congressman John Conyers, Jr. (MI) (H.R. 2851). The End Racial Profiling Act comprehensively addresses the insidious practice of racial profiling by law enforcement on five levels: first, it clearly defines the racially discriminatory practice of racial profiling by law enforcement at all levels; second, it creates a federal prohibition against racial profiling; thirdly, it mandates data collection so we can fully assess the true extent of the problem; fourth, it provides funding for the retraining of law enforcement officials on how to discontinue and prevent the use of racial profiling; and fifth, it holds law enforcement agencies that continue to use racial profiling accountable. We need to urge Members of both the House and Senate to co-sponsor and help move the bill through to passage as soon as possible.

As painfully demonstrated over the past weeks, racial profiling is a serious problem in the United States, and can lead to deadly consequences. It is difficult for our faith in the American judicial system not to be challenged when we cannot walk down the street, drive down an interstate, go through an airport, or even enter into our own homes without being stopped merely because of the color of our skin or the religious garb we wear. Training law enforcement officers how to more effectively carry out essential policing without using this counter-productive procedure will not only help our nation’s criminal justice system at all levels, but it will also trickle down to other unofficial security groups as well, such as neighborhood watch organizations and citizens’ community groups, which often model themselves after their local police and which have been growing in numbers in light of the budget cuts being faced by almost every locality and jurisdiction.
The majority of law enforcement officers are hard working men and women, whose concern for the safety of those they are charged with protecting and serving is often paramount, even when their own safety is on the line. However, if and when even one of their colleagues engages in racial profiling, whether it be conscious or subconscious, the trust of the entire community can be, and will be, lost. Law enforcement agents should not endorse or act upon stereotypes, attitudes, or beliefs that a person’s race, ethnicity, appearance, religious affiliation, or national origin increases that person’s general propensity to act unlawfully.

Numerous studies have demonstrated over the past few years that racial profiling is all too prevalent throughout law enforcement today. One study has shown that approximately 72% of all routine traffic stops on an interstate in the Northeast occur with African American drivers despite the fact that African Americans make up only about 17% of the driving population. Another 2004 study showed that approximately thirty-two million Americans, a number equivalent to the population of Canada, report they have already been victims of racial profiling at some point. Other studies have shown similar disparities in stops and searches by federal, state and local law enforcement agents.

We need the End Racial Profiling Act to stop this insidious practice and to help begin to restore the confidence of communities of color throughout the United States in federal, state and local law enforcement and thus restore the trust and integrity necessary to be effective. It is supported by many civil rights, human rights and civil liberties organizations, as well religious associations and most racial and ethnic minority police associations and organizations.

THE ACTION WE NEED YOU TO TAKE:

Contact your U.S. Senators and Member of the House of Representatives and ask them to co-sponsor S. 1038 / H.R. 2581, THE “END RACIAL PROFILING ACT”. To contact your Senators and Representative you should:

- **Make a Phone Call:**

  Call your Senators and your Representative in Washington by dialing the Capitol Switchboard and asking to be transferred to your Senators/Congressman’s offices. The switchboard phone number is (202) 224-3121 (see message section, below).

- **Write a Letter**

  If you choose to write letters to your Senators, send them to:
  
  The Honorable (name of Senator)
  
  U.S. Senate
  
  Washington, D.C. 20510

  If you choose to write a letter to your Representative, send it to:
  
  The Honorable (name of Representative)
  
  U.S. House of Representatives
  
  Washington, D.C. 20515
• **Send a Fax**

If you would like to send a fax, call your Senators’ or Representative’s office (through the Capitol switchboard) and ask for their fax numbers (you can use either the attached sample letter or the message box, below).

• **Send an E-Mail**

To send an e-mail to your Senators, simply go to www.senate.gov, click on Senators, then click on Contacting Senators (by name or by state). This selection will also help you to identify who your two senators are.

To send an e-mail to your Representative, go to www.house.gov, and click on “write your representative.” This will help you identify who your Representative is and how to contact him/her.

**PLEASE REMEMBER TO CONTACT BOTH OF YOUR SENATORS!**

**THE MESSAGE:**

We need this important legislation which takes concrete steps to put an end to the insidious practice of racial profiling by law enforcement at all levels.

As painfully demonstrated over the past month, racial profiling is a serious problem in the United States, and can lead to deadly consequences.

It is difficult for our faith in the American judicial system not to be challenged when we cannot walk down the street, drive down an interstate, go through an airport, or even enter into our own homes without being stopped merely because of the color of our skin.

The “End Racial Profiling Act” not only clearly defines this insidious practice, but it also prohibits racial profiling and collects data to fully assess the extent of the problem. It also provides training and other incentives for states and local governments to actively pursue policies to eliminate it and the legislation punishes those in law enforcement who continue to use it.

**THANK YOU FOR YOUR ATTENTION TO THIS IMPORTANT MATTER!!!**

If you have any questions, call Hilary Shelton at the Washington Bureau at (202) 463-2940.
Sample Letter

(date)

The Honorable ___________________________
United State Senate / House of Representatives
Washington, D.C.  20510 / 20515

RE:  SUPPORT FOR H.R. 2581 / S. 1038, THE “END RACIAL PROFILING ACT”

Dear Senator / Representative ______________________________________;

As your constituent, I am writing to urge you to support and be a co-sponsor of H.R. 2581 / S. 1038, the “End Racial Profiling Act”. This important legislation takes concrete steps to put an end to the insidious practice of racial profiling at the federal, state and local levels.

As painfully demonstrated over the past months, racial profiling is a serious problem in the United States, and can lead to deadly consequences. It is difficult for our faith in the American judicial system not to be challenged when we cannot walk down the street, drive down an interstate, go through an airport, or even enter into our own homes without being stopped merely because of the color of our skin. Training law enforcement officers how to more efficiently carry out the essential policing without avoid using this counter-productive procedure will not only help our nation’s criminal justice system at all levels, but it will trickle down to other groups as well, such as neighborhood watch organizations and citizens’ community groups, which often model themselves after their local police and which have taken on additional responsibilities in light of the budget cuts being faced by almost every locality and jurisdiction.

The majority of law enforcement officers are hard working men and women, whose concern for the safety of those they are charged with protecting is often paramount, even when their own safety is on the line. However, if and when even one of their colleagues engages in racial profiling, whether it be conscious or subconscious, the trust of the entire community can be, and will be, lost. Law enforcement agents should not endorse or act upon stereotypes, attitudes, or beliefs that a person’s race, ethnicity, appearance, religious affiliation, or national origin increases that person’s general propensity to act unlawfully.

As I said earlier, I hope that you will be a co-sponsor of and support this legislation and that you will help address the very serious problem of racial profiling. Please let me know what you intend to do, and what I can do to help you in this fight. Thank you in advance for your attention to this matter.

Sincerely,

(sign and print your name and remember to include your address)

Remember to contact both Representative as well as BOTH of your Senators
CONGRESSIONAL OFFICE VISIT REPORT FORM

Senator or Representative: ____________________ State: _______
Office Visited: Washington, DC (city) District Office: __________________ (name of staff person)
Did you meet with the Senator / Representative personally or with a staff person?
Senator / Representative Staff person: __________________________
Length of Time of Meeting: ___________________ (name of staff person)
Visit Conducted By:

Issues Discussed:

Did the Member/staff person appear knowledgeable about the issues? ______
Legislator's Position:

Rank on issue (circle): 1 (with us) 2 3 4 5 (against us)

General Observations:

Who or what influences this member?

Follow-up needed in Washington:

Follow-up need at grassroots level:

Is it worth visiting this Member of Congress / staff person again?
Components of an Effective Racial Profiling Law

For a racial profiling law to be effective, the law must:

- Include a comprehensive definition and an effective ban on racial profiling. A comprehensive definition would prohibit the profiling of individuals and groups by law enforcement agencies even partially on the basis of race, ethnicity, national origin, religion, gender identity or expression, sexual orientation, immigration or citizenship status, language, disability (including HIV status), housing status, occupation, or socioeconomic status except when there is trustworthy information, relevant to the locality and time frame, which links person(s) belonging to one of the aforementioned groups to an identified criminal incident.

- Ban pretextual stops—those instances in which police use minor/common traffic violations to inquire about drugs, guns, or other breaches of the law—of pedestrians and motorists.

- Outlaw violations of the racial profiling ban and specify penalties for officers who repeatedly engage in racial profiling.

- Require mandatory data collection for all stops and all searches (traffic and pedestrian) in all circumstances (warnings and citations given). Such data would include perceived race, perceived gender, perceived age, perceived nationality, and whether immigration status was inquired about during the stop.

- Require data analysis and publication of the data collected on racial profiling and regularly publish results of racial profiling investigations.

- Create an independent commission to review and respond to complaints of racial profiling and regularly publish results of racial profiling investigations.

- Allow individuals to seek legal relief through the court to stop individual law enforcement officers and departments from engaging in racial profiling.

Ten Principles for an Effective Civilian Review Board

*Because Independent Oversight is Key*

- Independence. The power to conduct hearings, subpoena witnesses, and report findings and recommendations to the public.

- Investigatory Power. The authority to independently investigate incidents and issue findings on complaints.

- Mandatory Police Cooperation. Complete access to police witnesses and documents through legal mandate or subpoena power.

- Adequate Funding. Should not be a lower budget priority than police internal affairs systems.

- Hearings. Essential for solving credibility questions and enhancing public confidence in process.

- Reflect Community Diversity. Board and staff should be broadly representative of the community it serves.

- Policy Recommendations. Civilian oversight can spot problem policies and provide a forum for developing reforms.

- Statistical Analysis. Public statistical reports can detail trends in allegations, and early warning systems can identify officers who are subjects of unusually numerous complaints.

- Separate Offices. Should be housed away from police headquarters to maintain independence and credibility with the public.

- Disciplinary Role. Board findings should be considered in determining appropriate disciplinary action.

Direct Action, Demonstrations, Pickets and Rallies

Written approval from General Counsel must be obtained before you can lead, participate, or endorse any form of direct action, including: demonstration, picket, rally, or coalition.

A direct action is a campaign designed to withhold patronization of a business, service or establishment until the business meets the specific demands for which the direct action has been requested. Well organized direct action can be effective tools in pursuing civil rights goals. Direct action should always be a “last resort” tactic, to be used when negotiations have failed. A demonstration is a march, rally, sit-in or a picket. Careful research and well-planned publicity campaign are essential to a credible, effective direct action.

Bear in mind that any direct action is intended first, to educate the public and second, to advocate change. If your activity maintains and educative and informative tone, and if it is designed to impress upon the public that they can and should use their resources to assure fair play in the marketplace, then the direct action will be a long range success even if it fails to gain all of its immediate objectives. Moreover, any direct action that is seen as an educative initiative is very unlikely to result in a lawsuit. Even the targets of such a direct action will respect us for the way we carried the activity out.

You have a constitutional right to picket, demonstrate or rally against establishments that discriminate. If you lead or participate in a demonstration, picket, or rally; your activity generally is constitutionally protected.

However, in some states, secondary direct action may be unlawful. A secondary direct action occurs when concerted, coercive, pressure is directed towards customers, to cause them to withhold or withdraw their patronage from the establishment. You must check your state’s statute.

The following procedures apply to demonstrations pickets and rallies:

1. The unit must obtain a sworn statement of facts from a complainant. This statement shall contain all the pertinent facts, including dates, and the nature of the problem. If there is no complainant, i.e., the unit generated the investigation on its own, then an NAACP unit resolution reflecting the facts should be duly passed.

2. The unit, through its legal redress committee, should undertake a thorough investigation of all the facts surrounding the complaint. The unit investigation should reveal each version of the facts as alleged by the complainant and the target complaint.

3. The unit must obtain permission from the President & CEO as well as all required permits. All city ordinances and state statutes for the protest must be in compliance.
4. The demonstration protest must be of a nonviolent nature, and any and all signs, if permitted, must carry nonviolent messages. Signs should not call for the termination of an employee. The unit should seek an open investigation of the occurrence, demand that disciplinary action commensurate with the seriousness of the offense be imposed, and request that training reforms be implemented to prevent future recurrences.

5. The NAACP must have complete charge and control of the demonstration/protest strategy. In other words, the unit cannot join other coalitions unless it has been approved by the President & CEO and the General Counsel. Also the NAACP is in a position to direct all activities under the supervision of the NAACP.

6. If possible, all demonstration participants should sign a waiver of liability and receive a disclaimer form.

7. The unit must ensure that there is adequate security so that protesters/demonstrators are free from harassment.

It is important that you keep the State/State Area Conference and Regional Director updated on all activities when considering any form of direct action, per Article II, Section 2(a) of the Bylaws for Units.

Once you have responded in writing addressing each of the aforesaid, the General Counsel may issue authorization to proceed. You must request such permission in writing from the General Counsel.
NAACP MEMBERSHIP RECRUITMENT 101

TIPS FOR RECRUITMENT

1. The Target Market – Whom do you want to reach? Narrow your scope and you will see better results.

2. The Offer – What do members get when they join? PERKS, a vote for the Image Awards, The Crisis Magazine. But most importantly, members get to become part of an activist/advocate network that holds national and international sway.

3. The Message – Why should they join? You believe in equality. You want to live in a world where all people are treated fairly. You want to stand with hundreds of thousands of members and supporters and raise your voice for equality. You don't just want to fight racism—you want to END it.

4. The Promotion – How will you reach potential members? Where will you go to reach new members?

5. The Testing and Tracking – Where to take future efforts? Always evaluate your methods so you know how to improve. We don't want to stay in place, we want to build and move forward – so let’s learn from our mistakes.

REPORTING

1. Find copies of the Membership Report Form here, http://action.naacp.org/page/-/FieldResources/membership_report_form.pdf. Use this form every time when mailing applications to the National Office. It tells you how much money to keep and how much to mail to National.

2. Remember to mail all dues and applications to the National Office within 15 days of receiving them.

3. Keep copies of EVERYTHING you mail to the National Office.

<table>
<thead>
<tr>
<th>Date/Time Frame</th>
<th>Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 CALENDAR DAYS BEFORE THE OPENING DATE OF STATE/STATE AREA CONVENTION</td>
<td>REPRESENTATION AT STATE/STATE AREA CONVENTION IS BASED ON THE MEMBERSHIP TOTALS. HAVE AT LEAST 25 MEMBERS 60 DAYS BEFORE THE START OF YOUR STATE/STATE AREA CONVENTION IN ORDER TO HAVE DELEGATES. THE STATE/STATE AREA CONFERENCE WILL LET YOU KNOW WHEN THE OPENING DATE OF THE STATE CONVENTION IS.</td>
</tr>
<tr>
<td>60 CALENDAR DAYS BEFORE THE START OF THE STATE/STATE AREA CONVENTION</td>
<td>ASSESSMENTS MUST BE PAID WITHIN 60 DAYS OF THE START OF THE STATE/STATE AREA CONVENTION IN ORDER TO BE FINANCIALLY COMPLIANT. FOR ANY QUESTIONS, CONTACT MR. NAZAR SCOTT AT <a href="mailto:NSCOTT@NAACPNET.ORG">NSCOTT@NAACPNET.ORG</a>.</td>
</tr>
<tr>
<td>60 CALENDAR DAYS BEFORE UNIT ELECTION</td>
<td>IF YOU WANT TO RUN FOR OFFICE, BE A MEMBER IN GOOD STANDING OF YOUR UNIT 60 DAYS BEFORE ELECTIONS</td>
</tr>
<tr>
<td>90 CALENDAR DAYS BEFORE THE OPENING DATE OF THE ANNUAL CONVENTION</td>
<td>REPRESENTATION AT THE NAACP ANNUAL CONVENTION IS BASED ON THE UNIT’S MEMBERSHIP. HAVE AT LEAST 25 MEMBERS 90 DAYS BEFORE THE START OF THE ANNUAL CONVENTION IN ORDER TO HAVE DELEGATES. THE NATIONAL OFFICE WILL LET YOU KNOW WHEN THE OPENING DATE OF THE ANNUAL CONVENTION IS.</td>
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YOUTH REPORT FORMS
YOUTH COUNCILS & COLLEGE CHAPTERS

Quarter Reporting on:

I January 1-March 31
II April 1-June 31
III July 1-September 31
IV October 1-December 31

Submit by:
April 15th
July 15th
October 15th
January 15th

Please check here if information below is new and needs to be updated in our records

UNIT NAME: ___________________________________________________

UNIT NUMBER: ________________

UNIT ADDRESS: ____________________________________________________
_____________________________________________________
City     State  Zip Code

UNIT E-MAIL ADDRESS: ________________________________________________

OFFICERS: President ________________________________________________
Secretary ________________________________________________
Treasurer ________________________________________________
Advisor ________________________________________________
1. Did your unit hold any activities that were directly related to the I Matter Campaign?

____________________________________________________________________________

2. If yes, what was the name of the activity/event? When did you hold this activity/event? (Date and Time) Where was the activity/event held?

____________________________________________________________________________

____________________________________________________________________________

3. What was the goal/purpose of the activity/event? Who was the target audience?

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

4. How many people attended and/or participated in this activity/event?

____________________________________________________________________________

5. How many new members did your unit recruit as a result of this activity/event?

____________________________________________________________________________

6. Please share a detailed recap of the activity/event.

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

7. Does the unit have photos, flyers or other materials that documented the activity/event? If yes, please send these materials to youthcollege@naacpnet.org.

____________________________________________________________________________
QUARTERLY ACTIVITIES

1. ECONOMIC EMPOWERMENT

   Chairperson: ____________________________________________________________

   Dates Membership Campaigns held:  ________________________________

   How were the campaigns structured?  ________________________________

   Number of Memberships reported for each campaign:

   __________, __________, __________

   Upcoming Activities:

   ________________________________________________________________

   ________________________________________________________________

   ________________________________________________________________

2. EDUCATION

   Chairperson: __________________________________________________________

   Activities: __________________________________________________________

   ________________________________________________________________

   ________________________________________________________________

   Have you attached a Quarterly Financial Report?  __________________

   If not attached, why? _____________________________________________

3. HEALTH

   Chairperson: ________________________________________________________

   Activities: ________________________________________________________

   ________________________________________________________________
4. JUVENILE JUSTICE

Chairperson: ____________________________________________________________

Activities: ______________________________________________________________

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Upcoming Activities:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

5. CIVIC ENGAGEMENT AND VOTER EMPOWERMENT

Chairperson: ____________________________________________________________

Activities: ______________________________________________________________

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Upcoming Activities:
General Information:

Submitted by: ____________________________________________________

____________________________________________________

Unit Secretary    Date

____________________________________________________

Unit President    Date

** Note: Please attach copies of newspaper articles and any other information regarding your past and upcoming activities.

All Reporting Forms should be received by the 15th of the following month for each quarter using the contact information below:

By Email youthcollege@naacpnet.org
NAACP Youth and College Division

National Leadership

Roslyn M. Brock
Chairman, National Board of Directors

Cornell William Brooks
President & Chief Executive Officer

Sammie J. Dow
National Director, Youth and College Division

Da’Quan M. Love
Chairman, National Youth Work Committee

Members of the National Youth Work Committee

Valeska Gutiérrez, Board Member
Morandon Henry, Youth Representative
Satia Austin, Adult Representative
Joshua Turnquest, Board Member
Tony Conover, Youth Representative
Karen Blanding, Adult Representative
Antashè Howard, Board Member
Aisha Harper, Youth Representative
Kellye Cunningham, Adult Representative
Bessie Bordenave, Adult Representative
Debra Brown, Board Member

John Gaskin, III, Board Member
Phyllis Knight, Adult Representative
Brendien Mitchell, Board Member
Demonte Alford, Youth Representative
Ebony Jackson, Adult Representative
Arleya Horne, Board Member
Mark Crump, Youth Representative
Omega Taylor, Adult Representative
Chizoba Ukairo, Youth Representative
Robin Williams, Board Member
Rev. Dr. Amos Brown, Board Member

National Staff

Hope Randall, Administrative Coordinator