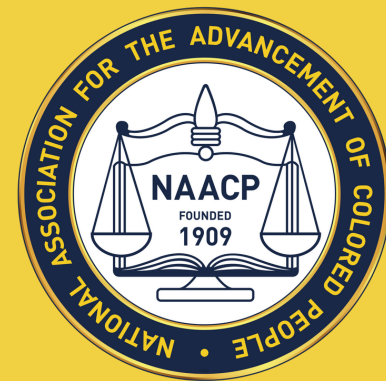


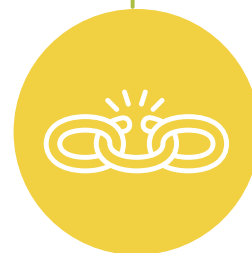
NAACP Branch 26AA

2022-2024 STRATEGIC PLAN OVERVIEW



Strengths

- Commitment & determination
- Diversity & celebration of differences
- NAACP name recognition & brand ID
- Strong founding membership base
- Organized & skilled leadership
- Pivotal events spur activism
- Some historical successes locally
- Public Safety & Criminal Justice Committee strong & active
- Large local buy-in to found branch



Weaknesses

- Meeting participation
- State & national bodies disorganized
- Marketing
- Trust still building among leadership
- Financial stability
- Time constraints
- Need clear invitations to action
- COVID has limited social connections



Opportunities

- Skilled writers & grant knowledge
- Special events, e.g. MLK Treasure Walk
- LGBT+ & Education Committees
- Be Present. Be accessible. Show up. Create content.
- Building healthcare, nonprofit, business & public sector alliances
- Local BIPOC elected officials
- Engaging in good trouble



Threats

- False perceptions of NAACP & social justice work
- Political obstacles & polarization
- Risks of criminal justice system
- Violence against social activists
- Discriminatory social norms & values
- BIPOC & marginalized voices shut out
- Voter suppression efforts

NAACP MISSION & VISION

Vision: Our vision is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

Mission: Together with more than 2 million activists across the country we work to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.

To make our vision a reality, we will:

- *Ensure the political, educational, social, and economic equality of all citizens*
- *Achieve equality of rights and eliminate race prejudice among the citizens of the United States*
- *Remove all barriers of racial discrimination through democratic processes*
- *Seek enactment and enforcement of federal, state, and local laws securing civil rights*
- *Inform the public of the adverse effects of racial discrimination and to seek its elimination*
- *Educate everyone on their constitutional rights and take all lawful action to secure the exercise of those rights, and to take any other lawful action in furtherance of these objectives, consistent with the NAACP's Articles of Incorporation and the NAACP Constitution*

<https://naacp.org/about/mission-vision>

Strategic Priorities

OBJECTIVES & ACTION ITEMS

Center BIPOC Voices

PROMOTE/AFFIRM/CELEBRATE BIPOC VOICES

- Annual MLK Jr. Treasure Walk with local churches
- Annual Juneteenth Community Celebration
- Frederick Douglass 4th of July Community Oration
- BIPOC/LGBTQ+ healing & activism opportunities
- Establish College & Youth Engagement Committee

Systems Change

INFILTRATE, EDUCATE, & INFLUENCE

- Appoint local taskforce representation & partnerships
- Partner with anti-racist actions in Annville & Lebanon
- Promote local resources to benefit BIPOC & allies
- Offer systems-based education on discrimination
- Conduct voter education, outreach & engagement

Branch Sustainability

DEVELOP SUSTAINABLE ORGANIZATION

- Hold biannual elections to appoint a Executive Leaders
- Build Development Committee
- Support and promote membership engagement
- Internal communications, systems & processes

Address Discrimination

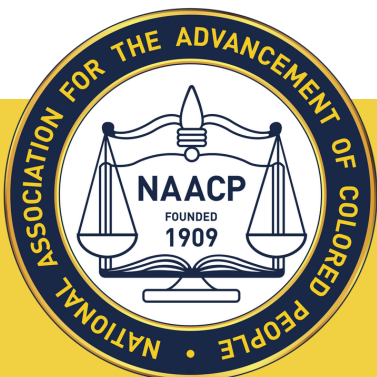
ADDRESS DISCRIMINATION & HATE VIOLENCE

- Develop community contact and reporting systems
- Build Legal Redress Committee
- Recruit pro-bono attorneys to assist in legal matters
- Develop monthly blog posts, op-eds, etc. on topics related to racial bias, discrimination & civil rights

Marketing & Communication

IMPLEMENT MARKETING/COMMUNICATIONS

- Develop brand identity/style guide/talking points
- Maintain annual calendar of events online
- Develop fundraising & case support letters
- Translate written materials & website to Spanish
- Implement planned & consistent Branch communication



NAACP Branch 26AA

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