

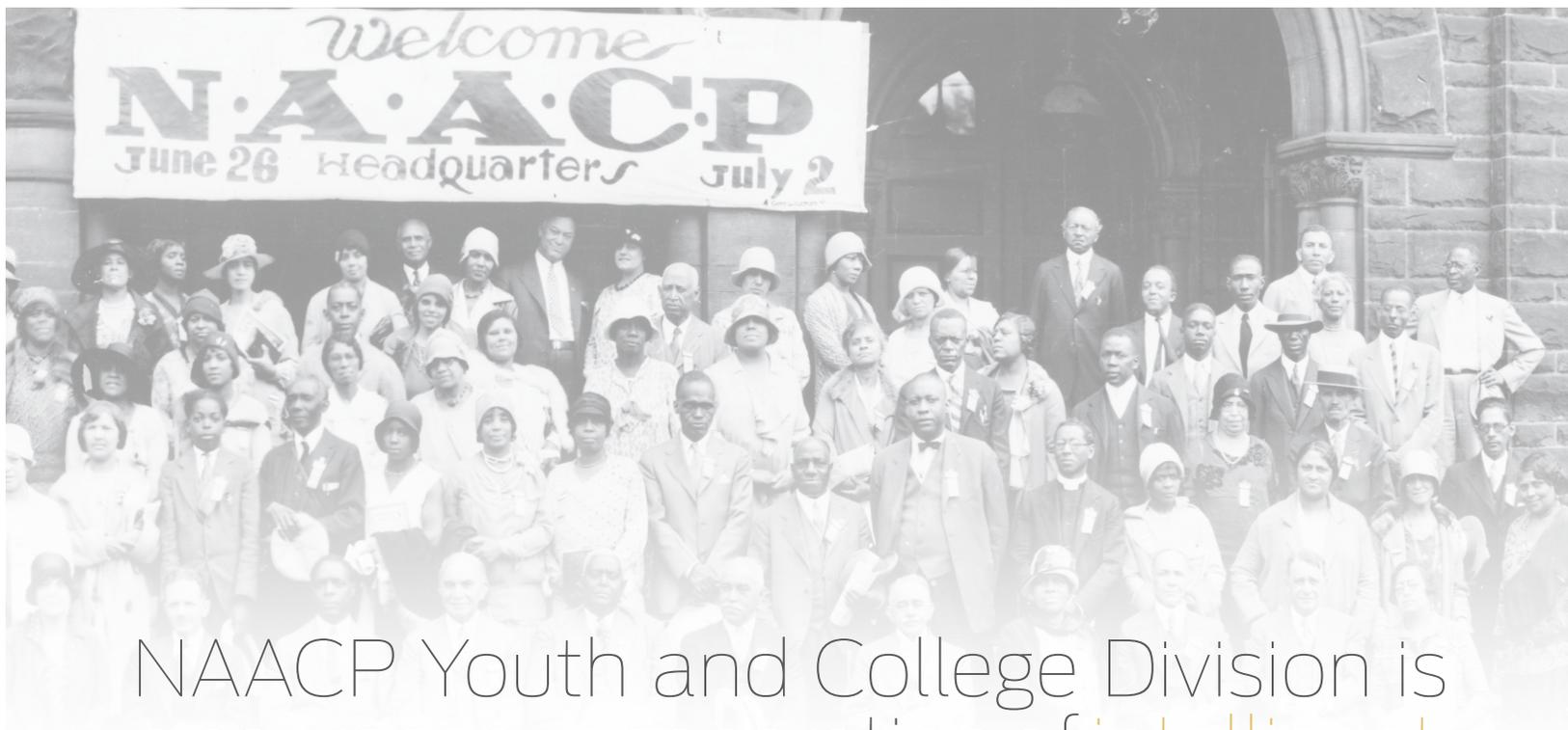


THE  
**COURAGEOUS**  
GENERATION  
*Youth* +  
**COLLEGE**  
DIVISION  
**NAACP**



**NATIONAL ASSOCIATION FOR THE  
ADVANCEMENT OF COLORED PEOPLE**

— RESOURCE GUIDE —



NAACP Youth and College Division is a courageous generation of **intelligent**, **militant** and **effective** youth leaders creating a world for all people to thrive.

The mission of the NAACP Youth & College Division shall be 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 effective youth leadership.

## NATIONAL LEADERSHIP

ROSLYN M. BROCK  
**Chairman, National Board of Directors**

CORNELL WILLIAM BROOKS  
**President and CEO**

BRENDIEN MITCHELL  
**Chairman, National Youth Work Committee**

STEPHEN A. GREEN  
**National Director, Youth and College Division**

HOPE RANDALL  
**Administrative Coordinator**



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# MESSAGE FROM THE NATIONAL DIRECTOR

**INTELLIGENT**  
empowering passionate leaders

## THE 5 WELLS OF LEADERSHIP<sup>1</sup>

**Well Read** leaders know the history of the African diaspora and possess a breadth of knowledge and sophistication. They are well-versed on a variety of topics that reflect their diversity of interest and can contribute to any conversation.

**Well Traveled** leaders broaden their worldview to expand their capacity to address social ills that threaten our common humanity.

**Well Balanced** leaders recognize the importance of a healthy mind, body, and soul. They embrace music and the arts while recognizing the importance of self-care and reflection.

**Well Spoken** leaders have something valuable to say and they say it with well. They speak truth to power in order to create a more just and fair society.

**Well Dressed** leaders are unapologetically and unashamedly free to embrace their authentic selves and their own identity through creative expression. It is not what you wear but how you wear it that defines you! **BE YOU!**

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**MILITANT**  
developing powerful leaders

The Youth and College Division of the NAACP is the largest army of young organizers of color in this nation. With over 300,000 members and 800 units we are powerful beyond measure. Our organizing efforts are concentrated on our game changers: education, economic sustainability, health, public safety and criminal justice, voting rights and political representation and youth and young adult engagement. We use methods of direct action, litigation, legislation and political action as vehicles for transformational change.

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**EFFECTIVE**  
equipping prepared leaders

We have a responsibility to transform our communities to reflect the world of our dreams. Our beloved Chairman of the Board of Directors, Roslyn Brock states “**Courage will not skip this generation!**” Remember to share what you are doing in your community via social media to help spread the message of the NAACP. Now, Let’s change the world together!

STEPHEN A. GREEN

National Director, NAACP Youth and College Division | @encouraging1

<sup>1</sup> Copyright. 2007. Dr. Robert Michael Franklin. Used by Permission

# NAACP Youth and College Division

## CAMPAIGN INITIATIVES

### ECONOMIC SUSTAINABILITY

A chance to live the American Dream for all

**Code Red: Raise The Wage** initiative seeks to ensure that every American worker earns a fair and livable wage.

This initiative is aimed at achieving the following goals:

- Increasing awareness of the difficulty to live on the current \$7.25 federal minimum wage
- Encourage state and local government to increase their minimum wage
- Encouraging Congress to enact the Fair Minimum Wage Act.

The **Watermark** initiative seeks to raise the “water line” to ensure that every person will have equal opportunity to achieve economic success, sustainability, and financial security.

This initiative is aimed at achieving the following goals:

- Promoting financial literacy, college affordability and economic education
- Promoting professional development resources and opportunities to increase minority access to quality jobs (resumes, mock-interviews, internships)
- Promote community economic development by creating and supporting minority owned businesses

### EDUCATION

A free, high-quality, public education for all

**Free2Learn** initiative seeks to raise awareness of the discriminate zero-tolerance policies that disproportionately involves minority students in the criminal and juvenile justice systems.

This initiative is aimed at achieving the following goals:

- Encouraging school districts to implement restorative justice policies as an alternative to traditional school discipline
- Encouraging school districts to avoid involving students in the criminal or juvenile justice system when addressing minor misbehavior that is typical for a student based on his or her developmental stage;
- Ensuring all school discipline policies and practices apply equally to all students regardless of their economic status, race, gender, ethnicity, religion, national origin, sexual orientation, or disability

The **Courageous Together** initiative aims to eradicate racial discrimination on college campuses by building sustainable student-led movements that encourage racial reconciliation, promote diversity, and create inclusive communities.

This initiative is aimed at achieving the following goals:

- Encouraging conversations on race, respect, and responsibility in schools and campuses
- Implementing campus action plans to eradicate discriminatory practices in school districts and college campuses
- Encouraging Congress to implement End Racial Discrimination on College Campus Act.



## HEALTH

Health equality for all Americans including a healthy life and high-quality health care

The **Finish It** initiative aims to inspire youth ages 15-21 to “finish it” once and for all by making tobacco use a thing of the past.

This initiative is aimed at achieving the following goals:

- Implementing federal regulation on e-cigarettes and flavored tobacco
- Implementing distance buffers on sale of tobacco related products by school districts
- Implementing smoke-free campus policies at college’s and universities

**Get H.Y.P.E. (Healthy Young People Everywhere)** initiative aims to target healthy living messages to youth and young adults, with a special focus on college campuses.

This initiative is aimed at achieving the following goals:

- Engaging young advocates around healthy living, health advocacy and civic participation

## PUBLIC SAFETY AND CRIMINAL JUSTICE

Equitable dispensation of justice for all

**#BringitDown (iMatter)** initiative focuses on improving community safety by addressing the problem of gun violence and dismantling the system that fosters police brutality.

This initiative is aimed at achieving the following goals:

- Increasing diversity in local law enforcement across the country
- Enhancing surveillance and accountability of police activity through body and dashboard cameras
- Establishing citizen police review boards that offer policy recommendations for officer killings

## VOTING RIGHTS AND POLITICAL REPRESENTATION

Protect and enhance voting rights and fair representation

The **5th Quarter** initiative is a civic engagement campaign to protect and exercise the right to vote.

This initiative is aimed at achieving the following goals:

- Educate the public on the disparate attack on the right to vote
- Encourage Congress to pass the Voting Rights Advancement Act
- Increase minority youth civic participation through voter education, voter registration and voter mobilization



SAMPLE  
**CAMPAIGN PLAN**

**THE CAMPAIGN:**

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The Plan

**1. AWARENESS**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**2. ADVOCACY**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**2. ACTION**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**THE RESULTS**

Summary Report

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# Appendix A

## THE HISTORY OF YOUTH & COLLEGE DIVISION

During the 1935 National Convention, young people challenged the organization to provide youth with a vehicle to address civil rights. The NAACP Board of Directors passed a resolution, formally creating the Youth and College Division in 1936. Under the guidance of Ms. Juanita E. Jackson, the Youth and College Division organized demonstrations against lynching and held group discussions on the inequality of public education.

In 1960, the NAACP proudly saluted the involvement of its youth members in the sit-in demonstrations that began in Greensboro, North Carolina in an effort to desegregate lunch counters. In 1961, the NAACP Youth and College Division shifted its emphasis from sit-in demonstrations to demands for jobs and equal opportunities for Black workers. In 1963, youth members from around the country responded to the call for a “Jobs and Freedom” march on Washington. The NAACP was a cornerstone among organizations that participated. In 1965, with the passage of the Voting Rights Act, NAACP youth members proved effective in registering over 350,000 voters. During the period of 1966–1981, the Youth and College Division instituted a vigorous campaign to register minorities between the ages of 18–24; resulting in a 40 percent increase in registered voters in this age category.

Today, there are over 600 NAACP Youth Councils and College Chapters actively involved in the work of the association. In fact, the NAACP is the only major civil rights organization that includes young people and encourages them to participate fully in its programs—including membership on the National Board of Directors.

Since its inception in 1936, the Youth and College Division has continued to serve as the premier training ground for young civil rights soldiers. With the hard work and dedication of our youth members, the Youth and College Division will carry out its mission of developing an intelligent, militant and effective youth leadership to ensure the political, educational, financial and social equality of rights for people of color through training, organization and mobilization.

### YOUTH AND COLLEGE UNIT COMPLIANCE REQUIREMENTS

- Each unit must have a minimum of 25 members at all times
- Hold monthly meetings
- Attend state/state-area conference quarterly meetings
- Submit online quarterly reports
- Submit the Year-End Financial Report to the National Office by March 1st along with minimum assessment of \$75.00. Failure to submit report by March 1st unit will be assessed a \$100.00 late fee in addition to the minimum assessment of \$75.00
- Submit National/State Assessments yearly

### MEMBERSHIP

#### College Chapters

- Anyone under 25 that is currently enrolled as a student in a college or University.

#### Youth Councils

- Anyone under the age of 25, who establish residence in a community where a Youth Council exists.

#### Junior Youth Council

- Anyone under age of 13, who establish residence in a community where a Junior Youth Council exists.



## OFFICER DUTIES AND COMMITTEES

### President

- Preside at NAACP meetings of the Unit
- Serve as chair of the Executive Committee
- Appoint the Chair and members of all committees not otherwise elected by the General membership
- Between meetings of the executive committee and the NAACP unit, to exercise general and executive authority on behalf of the NAACP Unit, subject to ratification by the Executive Committee
- Serve as a member of Executive Committee Adult Branch in their vicinity and provide a written report of unit activities.
- President of the Youth Council shall submit name of newly elected advisor to the Executive Committee of the Adult Branch, following the annual election.

### Vice President

- Perform all the duties of the President in their absence. In case of more than one Vice President, the Vice President shall perform their duties according to their numerical rank.
- In the event of the departure of the President, the 1st Vice President shall automatically ascend to the position of President.

### Secretary

- To keep full and accurate records of the proceedings of the NAACP Unit and of the Executive Committee
- To keep a record of all NAACP Unit members and their dues
- To submit reports to the NAACP Unit and the Executive Committee and a copy of same reports to State Y&C Conference, Regional Office, and National Office
- To give receipts for all membership fees received and to transmit such fees to the NAACP Unit Treasurer; to send properly to the National Office lists of all membership fees received; and to secure from the Treasurer and forward to the National Office that portion of membership fees due to the Association within 15 days.

- In conjunction with the President, to sign requisitions for disbursements from the NAACP Unit Treasury and to maintain a file of receipts and disbursements.

### Treasurer

- Receive all monies and Promptly deposit
- No money shall be withdrawn from any account except by check signed by the Treasurer and countersigned by the President
- Serve as chief financial officer and chair of the Finance Committee
- Remit through the secretary to the National Office the proportion of membership fees to which, the National Office is entitled, as hereinafter provided, within 15 calendar days after their receipt.
- To submit reports to the NAACP Unit and the Executive Committee at all regular meetings Submit year-end financial report to the National Office on or before March 1st

### Duties of Assistant Secretary & Assistant Treasurer

- To perform the duties of the Secretary/Treasurer in his/her absence
- To perform specific duties of the Secretary under the supervision of the Secretary/Treasurer

### Advisors

- Advise, encourage, provide guidance to Youth Councils/College Chapters
- Facilitate communication and act as a liaison between the Adult branch and Youth Council/College Chapter
- Provide support and direction for youth
- The Advisor should not direct nor dictate the organization's programs and activities
- The Advisor should stay well informed about the plans and activities of the Youth Council or College Chapter.



- It is expected that Advisors will attend as many meetings and activities of the group as possible and will consult frequently with officers.
- The Advisor must be aware of the organization's goals and direction and help to evaluate its progress toward reaching these goals.
- The Advisor provides continuity within the group from year to year. He or she should be familiar with the Constitution and By-Laws of the NAACP and be prepared to assist with any interpretation.
- Advisors should assist the Youth Council or College Chapter in complying with NAACP policies and procedures.
- Advisors should be aware of the general financial conditions of the Youth Council or College Chapter and make sure to keep accurate and accessible financial records.
- The Advisor should assist in orienting new officers and in developing the leadership skills of members.
- The Advisor should be the link to other NAACP units and serve as a resource person.
- The Advisor should motivate all members to think as a team to achieve the desired goals.
- The Advisor helps the unit conduct outreach to the community to increase membership and encourage involvement of all community members as well as addressing community problems.
- The Advisor helps prepare youth to be leaders of today including improving young people's public speaking and organizational skills and knowledge of history and civil rights.
- The Advisor helps to identify and nourish the talents of youth members

### Executive Committee

- The Executive Committee of Y&C Units shall consist of elected officers (President, Vice President, Secretary, and Treasurer), elected executive committee members, and chair of standing committees

- The Executive Committee shall have general control of the affairs and program of the Unit, subject to the authority of the Unit and the provisions of the Constitution and approved bylaws.
- The Executive Committee shall render a report, containing the reports of all standing and special committees, at the regular meetings of the Unit

### Standing Committees

- The work of the NAACP is done by standing committees and not in the General membership meeting. Only in rare instances when the President and/or Executive Committee has determined that a matter is time sensitive and pressing should any discussion be allowed to take place during a general membership meeting.
- In those instances, when they arise, the respective standing committee should take the lead by investigating and verifying/validating all facts, prior to the Unit taking any action.
- Shall report in writing each month to the Executive Committee at its regular meetings

### STANDING COMMITTEES ARE

Press and Publicity  
Community Coordination  
Education  
Finance  
Health  
Membership  
Political Action  
Economic Development  
Entertainment  
Juvenile Justice



# Appendix B

## HOW TO RUN AN EFFECTIVE MEETING?

### MEETING AGENDA

- Call to Order
- Opening Exercise
- Meditation Moment
- 5 Wells of Leadership
- Community Building Activity
- Reading of Minutes
- Reports of Officers
- Reports of Standing/Special Committees
- Unfinished (Old) Business
- New Business
- Announcements
- Adjournment

## PARLIAMENTARY PROCEDURE

### Making a motion

All proposals for action by the group must be presented by a “motion”. Begin by saying “I move that...” Make your motion brief and concise.

### Seconding a motion

Before an idea may be discussed, it must be seconded. You need not to agree with the motion in order to second it.

### Amending the motion

To add to, substitute or subtract from a motion that someone else has made, submit your idea to the group by “amending the motion”.

### Point of Information

If the issues becomes confusing, you may ask for clarification by asking for a “point of clarification” from the chair

### Point of Order

If you feel a violation in parliamentary procedure exists, call for “point of order” to enforce the rules. The chair rules, but is obliged to recognize you and pass on your inquiry to the group.

### Motion to Limit Debate

To prevent a discussion from dragging on endlessly you can:

- Move to limit each speaker’s time
- Move to limit the number of speakers
- Move to limit the overall time of debate
- Move to close debate at a set time and vote

### Motion to End Debate

“Call for the Previous Question” This will close debate on a pending question and require immediate vote by the group on whether to close debate, 2/3 vote is required.

### Motion to Table

A move to “lay on the table” means to temporarily put aside one action to consider another. It is not debatable and after a matter has been tabled, it may be taken from the table at the same meeting or at the next regular meeting. After that, it would be “Dead” and the matter would have to be reintroduced.

### Postpone to a Certain Time

“I move that action on this matter be postponed until \_\_\_\_\_(must state time)”. If carried, the matter is postponed to the time specified and comes up as “unfinished/old business”.



# Appendix C

## 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 sustainability, health, public safety and criminal justice, and voting rights and political representation.

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.

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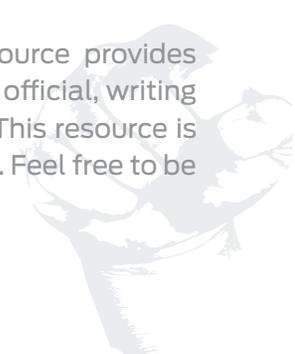
“Organizing is a practice essential to meeting the mission of the Youth and College Division.”

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. This resource 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 resource 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.



## 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.

### 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.

### Essential Organizing Tools

#### 1. Why?

- Identify the problem and gather information
- Choose a Game Changer initiative template that addresses the issue

#### 2. Who?

- Identify targets
- Develop clear message that is accurate, concise, captivating and memorable
- Is your elevator speech tweet-able?

#### 3. What?

- Develop a clear and poignant plan that addresses the issue to the proper source of power
- Build a base by identifying supporters and allies and educating others

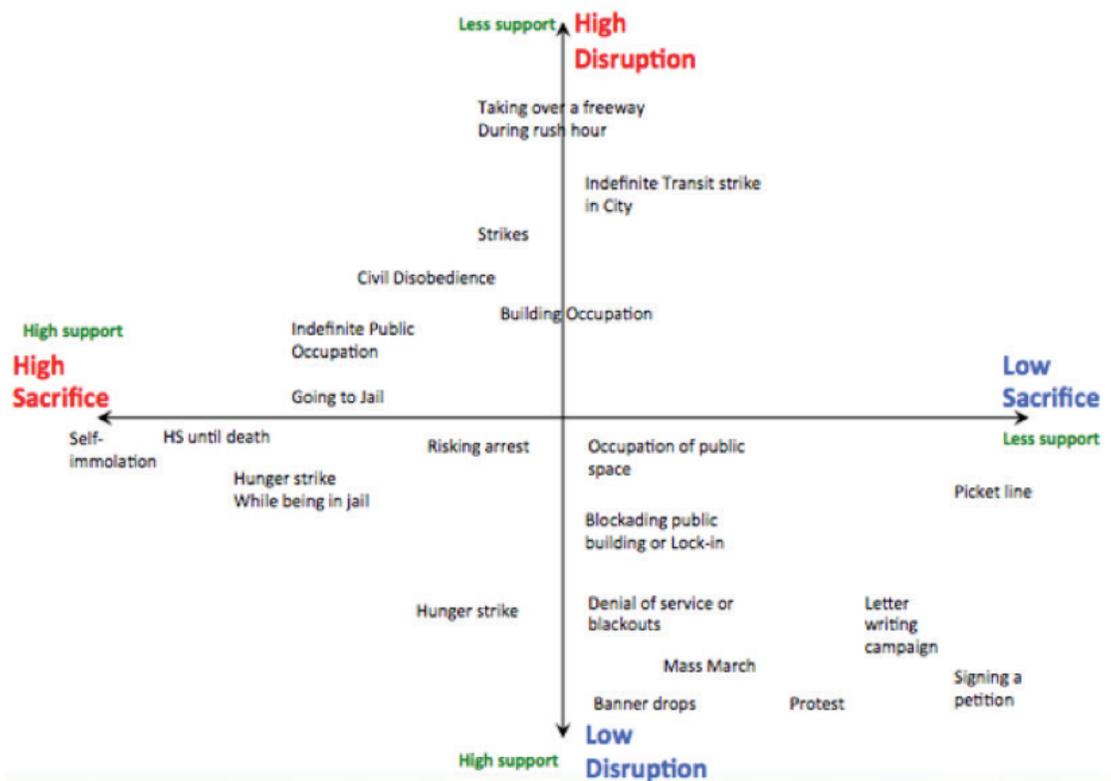
#### 4. When?

- Develop a timeline
- Write editorial or op-eds
- Host a town hall meeting on social media or in your community or on campus
- Meet with your elected official
- Create “good trouble” - engage in direct action - walkouts, sit-ins, etc.

### FIVE FACTORS TO A GOOD DILEMMA ACTION

1. The Demand/Framing of the Goal
2. Levels of Sacrifice and Disruption
3. Sympathetic & Unsympathetic People
4. Public Relations Capacity
5. Element of Surprise





Source: The Dream Defenders

# Appendix D

## DR. KING'S SIX STEPS TO NONVIOLENT SOCIAL CHANGE

### Step 1: Gather Information

Learn all you can about the problems you see in your community through the media, social and civil organizations, and by talking to the people involved. Also learn what the people who disagree with you are thinking about this situation.

### Step 2: Educate Others

Armed with your new knowledge, help those around you, such as your neighbors, relatives, friends and co-workers, better understand the problem you are addressing. Build a team of people devoted to finding solutions, define your goals and develop a plan of action together.

### Step 3: Remain Committed

You will face many obstacles and challenges as you and your colleagues try to create change. Continue to encourage and inspire one another along the journey.

### Step 4: Negotiate

Talk with both sides. Go to the people who are in trouble or are hurt by the problem you are trying to solve. Also go to those people who are contributing to the problem. Use intelligence and humor as you present your plan and find common ground to benefit the greater good.

### Step 5: Take Direct Action

This step is often used when negotiation fails to produce results, or when people need to draw broader attention to a problem. It can include many kinds of tactics including peaceful demonstrations, letter-writing, boycotts, petitions, or rent strikes.

### Step 6: Reconcile

Agree to disagree with some people's actions or some groups' policies. Show all involved the benefits of changing, not what they will give up by changing. Keep all actions and negotiations peaceful and constructive.

Source: Adapted from Dr. Martin Luther King, Jr.'s "Letter from a Birmingham Jail"



# Appendix E

## 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 your campaign, organize a youth led and youth focused town hall meeting that addresses the issue. 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 the issue of your campaign.

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 the issue.

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).

#### KEEP IN MIND

- 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. ([www.canva.com](http://www.canva.com) is a great resource)
- 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 and share on social media.
- 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.
- Introduce the moderator and have them 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



# Appendix F

## HOW TO MEET WITH AN ELECTED/CAMPUS 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 issues that are important to you and their impact on young 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 or tweet 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 to highlight the importance and affect of the issue.

- 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. 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 and provides three reasons why this issue needs to be addressed and then shares their personal testimony.
- Another attendee presents Issue 2 and 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



# Appendix G

## MEETING WITH ELECTED/CAMPUS OFFICIALS AGENDA AND 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 and Testimonial - tell your story in a compelling narrative that highlights the issue.

### 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 \_\_\_\_\_.

### 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.

## WRITING A LETTER TO A PUBLIC OFFICIAL

You can express your concerns about your issue 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.*

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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 \_\_\_\_\_ 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 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.

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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



# Appendix H

## 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.

### BASIC OP-ED STRUCTURE

1. Introduction
2. Thesis
3. Body
4. Address counter argument ("some might say...")
5. Conclusion

#### 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 the issue? This is a great hook to capture the reader's attention.
- **Anecdotal** – Why are you or your members/coalition etc. in this fight?
- **In the News** – Any state facts or historical notes on the issue that are staggering or attention getting? What historical connections can you make?

#### Thesis

*The thesis should state your argument—either explicitly or implicitly.*

Sample thesis statements: This issue \_\_\_\_\_ affects young people of color. As such, young people of color must be engaged because \_\_\_\_\_. We must fight for and create \_\_\_\_\_ for young people of color to thrive in. Therefore, we are advocating for the support of legislation to \_\_\_\_\_ that does \_\_\_\_\_.

#### 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.

#### 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.

#### 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 and support on the issue.

#### Tips for Op-Ed Writing

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



- 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!
- 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.

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

*Confirm the word length before submitting.*

- 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.
- If you can, be familiar with the preferences and leanings of the newspaper.
- 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.theopedproject.org/>

<https://www.ptcc-cfc.on.ca/common/pages/UserFile.aspx?fileId=132862> (Program Training and Consultation Centre)



# Appendix I

## SOCIAL MEDIA PRESENCE

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 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:*



### 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.



### 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*!



### 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.



# Appendix J

## 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 an 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.

### DIRECT ACTION

*Examples: Direct action includes agitation, demonstrations, marches, picketing, boycotts, economic sanctions and other appropriate action.*

- No Unit shall initiate, endorse or participate in direct action on behalf of the Association, or any Unit of the Association, without the express written authorization of the President and CEO and General Counsel.
- Requests for approval within 15 business days before the date of the proposed action. The President and CEO shall respond within 10 business days after receipt of said request.
- The President and CEO and General Counsel, at their discretion and in accordance with the objectives of the Association, shall communicate approval, or disapproval of said proposed direct action in writing to the Unit.

*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.

### KEEP IN MIND

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.



# Appendix K

Quarter Reporting on: \_\_\_\_\_ Year \_\_\_\_\_

\_\_\_\_\_ I January 1-March 31

Submit by: April 15<sup>th</sup>

\_\_\_\_\_ II April 1-June 31

Submit by: July 15<sup>th</sup>

\_\_\_\_\_ III July 1-September 31

Submit by: October 15<sup>th</sup>

\_\_\_\_\_ IV October 1-December 31

Submit by: January 15<sup>th</sup>

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 Email Address: \_\_\_\_\_

Unit Social Media: \_\_\_\_\_

Officers: President \_\_\_\_\_

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

Advisor \_\_\_\_\_

Total Members: \_\_\_\_\_

## Participation with Adult Branch

How many adult branch meetings did your President attend: \_\_\_\_\_

How many Executive Committee meetings did your President attend: \_\_\_\_\_

## Participation in State/State Area Conference

How many State Meetings did your unit participate in: \_\_\_\_\_

Who represented your unit at the State Meeting:

Name

Position

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_



# QUARTERLY ACTIVITIES

## 1. MEMBERSHIP

Chairperson: \_\_\_\_\_

Activities:

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### UPCOMING ACTIVITIES:

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New Members: \_\_\_\_\_

## 2. FINANCE

Chairperson: \_\_\_\_\_

Activities:

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### UPCOMING ACTIVITIES:

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Have you attached a Quarterly Financial Report? \_\_\_\_\_

If not attached, why? \_\_\_\_\_

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### 3. COMMUNICATIONS (PRESS AND PUBLICITY)

Chairperson: \_\_\_\_\_

Activities:

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#### UPCOMING ACTIVITIES:

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### 4. PROGRAM AND RESEARCH

Chairperson: \_\_\_\_\_

Activities:

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#### UPCOMING ACTIVITIES:

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## 5. EDUCATION

Chairperson: \_\_\_\_\_

Activities:

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### UPCOMING ACTIVITIES:

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## 6. ENTERTAINMENT

Chairperson: \_\_\_\_\_

Activities:

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### UPCOMING ACTIVITIES:

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## 7. ECONOMIC DEVELOPMENT

Chairperson: \_\_\_\_\_

Activities:

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**UPCOMING ACTIVITIES:**

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## 8. POLITICAL ACTION

Chairperson: \_\_\_\_\_

Activities:

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**UPCOMING ACTIVITIES:**

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Number Registered to Vote: \_\_\_\_\_



## 9. CRIMINAL/JUVENILE JUSTICE

Chairperson: \_\_\_\_\_

Activities:

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**UPCOMING ACTIVITIES:**

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## 10. HEALTH

Chairperson: \_\_\_\_\_

Activities:

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**UPCOMING ACTIVITIES:**

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## 11. OTHER ACTIVITIES

Chairperson: \_\_\_\_\_

Activities:

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### UPCOMING ACTIVITIES:

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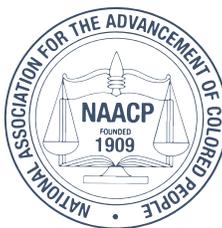
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### SUBMITTED BY:

Secretary \_\_\_\_\_ Date \_\_\_\_\_

President \_\_\_\_\_ Date \_\_\_\_\_



### KEEP IN TOUCH

All Reporting Forms should be submitted online by the 15<sup>th</sup> of the following month for each quarter by email to [youthcollege@naacpnet.org](mailto:youthcollege@naacpnet.org) or mail to NAACP Youth and College Division 4805 Mt. Hope Drive, Baltimore, Maryland 21215

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





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NATIONAL HEADQUARTERS

**4805 Mt. Hope Drive**

**Baltimore, Maryland 21215**

**(410) 580-5656 | [youthcollege@naacpnet.org](mailto:youthcollege@naacpnet.org)**

**[WWW.NAACP.ORG](http://WWW.NAACP.ORG) | [@NAACP](https://twitter.com/NAACP)**