

A VOTELESS PEOPLE IS A HOPELESS PEOPLE (VPHP)

IMPLEMENTATION GUIDE

FIRST
OF ALL...
WE
VOTE
ALPHA PHI ALPHA FRATERNITY™



FRATERNITY MISSION STATEMENT

ALPHA PHI ALPHA FRATERNITY DEVELOPS LEADERS, PROMOTES BROTHERHOOD AND ACADEMIC EXCELLENCE, WHILE PROVIDING SERVICE AND ADVOCACY FOR OUR COMMUNITIES.

FRATERNITY VISION STATEMENT

The objectives of this Fraternity shall be: to stimulate the ambition of its members; to prepare them for the greatest usefulness in the causes of humanity, freedom, and dignity of the individual; to encourage the highest and noblest form of manhood; and to aid down-trodden humanity in its efforts to achieve higher social, economic and intellectual status.

The first two objectives- (1) to stimulate the ambition of its members and (2) to prepare them for the greatest usefulness in the cause of humanity, freedom, and dignity of the individual-serve as the basis for the establishment of Alpha University.

Acknowledgments

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"Give Us the Ballot, We Will Transform the South"

by Martin Luther King, Jr.

Speech given before the Lincoln Memorial
at the March on Washington, May 17, 1957

Martin Luther King, Jr. Three years ago the Supreme Court of this nation rendered in simple, eloquent and unequivocal language a decision which will long be stenciled on the mental sheets of succeeding generations. For all men of good will, this May 17 decision came as a joyous daybreak to end the long night of segregation. It came as a great beacon light of hope to millions of distinguished people throughout the world who had dared only to dream of freedom. It came as a legal and sociological deathblow to the old Plessy doctrine of "separate-but-equal." It came as a reaffirmation of the good old American doctrine of freedom and equality for all people.

Unfortunately, this noble and sublime decision has not gone without opposition. This opposition has often risen to ominous proportions. Many states have risen up in open defiance. The legislative halls of the South ring loud with such words as "interposition" and "nullification." Methods of defiance range from crippling economic reprisals to the tragic reign of violence and terror. All of these forces have conjoined to make for massive resistance.

But, even more, all types of conniving methods are still being used to prevent Negroes from becoming registered voters. The denial of this sacred right is a tragic betrayal of the highest mandates of our democratic traditions and its is democracy turned upside down.

So long as I do not firmly and irrevocably possess the right to vote I do not possess myself. I cannot make up my mind — it is made up for me. I cannot live as a democratic citizen, observing the laws I have helped to enact — I can only submit to the edict of others.

So our most urgent request to the president of the United States and every member of Congress is to give us the right to vote. Give us the ballot and we will no longer have to worry the federal government about our basic rights. Give us the ballot and we will no longer plead to the federal government for passage of an anti-lynching law; we will by the power of our vote write the law on the statute books of the southern states and bring an end to the dastardly acts of the hooded perpetrators of violence. Give us the ballot and we will transform the salient misdeeds of blood-thirsty mobs into calculated good deeds of orderly citizens. Give us the ballot and we will fill our legislative halls with men of good will, and send to the sacred halls of Congressmen who will not sign a Southern Manifesto, because of their devotion to the manifesto of justice. Give us the ballot and we will place judges on the benches of the South who will "do justly and love mercy," and we will place at the head of the southern states governors who have felt not only the tang of the human, but the glow of the divine. Give us the ballot and we will quietly and nonviolently, without rancor or bitterness, implement the Supreme Court's decision of May 17, 1954.

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The National Programs and Special Projects Committees of Alpha Phi Alpha Fraternity, Inc., are pleased to distribute the second edition of the A Voteless People Is A Hopeless People (VPHP) Implementation Guide. This second edition will build upon the work of the first edition published in 2000 that was created by Brother Zollie Stevenson, Jr., director of national programs (corporate headquarters); Brother John L. Colbert, Project Alpha chairman; Brother Ronald J. Peters, chairman of the National Programs Committee; and Brother Richard D. Smith, Jr., Special Projects.

The committee members who contributed to this guide are Brothers Cedric Giles, Dr. John Harkless, Dr. Richard Gardner, Sr., and Maurice Thompson II. Questions or comments regarding this guide should be sent to Brother Steven L. Jones, chairman, A Voteless People Is A Hopeless People, e-mail address: vphp@apa1906.net.

During the 1930s, our fraternity was very instrumental in abolishing poll taxes and literacy tests that served as a constraint for poor and non-white voters. Alpha Phi Alpha Fraternity, Inc., in today's environment, must also be engaged as states impose new voting requirements/restrictions relative to voter photo ID cards. According to some reports, nearly 25 percent of African-Americans lack a valid voter ID. This information, in addition to the pending Supreme Court decision on the extension of the Voting Rights Act of 1965, may further hinder voter registration. Alpha Phi Alpha Fraternity, Inc. must also serve as a voice to and for our communities to address economic and educational disparities, attacks on affirmative action, gun violence, and issues related to health care.

Therefore, the mission of A Voteless People Is a Hopeless People must not only focus on voter registration drives across racial and age lines. Chapters of Alpha Phi Alpha Fraternity, Inc., must include voters across all demographics, including but not limited to those of Hispanic heritage and the youth (eligible high school students, college and university students) voters. We must continue our efforts in voter registration and expand our efforts to be actively engaged in seeking qualified candidates to run for the full spectrum of public office. Once these candidates have been identified, our college and alumni brothers must actively engage and support them in successful campaigning. Chapters (college and alumni) in partnership with other groups in the community should host candidate forums to provide the community with opportunities to learn the views of the candidates on issues

that are important to the voters. A key component of the A Voteless People Is A Hopeless People initiative will also be to increase voter turnout for all elections, starting with 2013 mayoral elections in cities such as Atlanta, Detroit, and New York to list a few. Additional focus will be on the 2014 mid-term election. In 2014, 33 United States Senate seats will be open for election, all 435 seats in the United States House of Representatives, and 36 states will be electing governors. Therefore, the mid-term election and the results of this election will undoubtedly set the stage for the 2016 presidential election. It is also noted in the fall of 2013, the states of New Jersey and Virginia will be holding gubernatorial races.

VOTER TURNOUT AMONG BLACK CITIZENS 1964–2008 PRESIDENTIAL ELECTION (SOURCE: U.S. CENSUS BUREAU, CURRENT POPULATIONS SURVEYS 1968 TO 2008)

Historically, the percentage of black citizens who vote has tallied below the percentage of all citizens who vote. Since 1972, when the difference peaked at 10.9%, the gap has started to narrow. With a 1.8% decline, 1980 marked the first significant decrease in the percent difference, and 1984 followed with an even more substantial 4.6% reduction. Despite the gap widening again in 1988 and 1992, with the difference rising to 5.9% and 7.3% respectively, the difference again began to fall in 1996. In 2000, the percentage of all citizens who voted outweighed the percentage of black citizens who voted by only 1.2%. In 2008, and for the first time in a presidential election, black citizens voted at a higher rate than the greater population, outpacing all Americans by 2.6%. The rise in voter turnout among black citizens in 2008 can most likely be attributed to the presence of a black democratic presidential nominee.

As noted, in 2008 the American political process was energized by the nomination of the first African-American Democratic Party presidential candidate, then United States Senator Barack Obama. Although this was a historical moment in American history, Obama's election also created partisan gridlock that has continued through his reelection in 2012. After the election of President

Obama in 2008, during the 2010 mid-term elections the Tea Party was able to make a significant impact on both the Republican Party and state elections throughout the United States. The gains made during the 2010 mid-term elections was due in part to low voter turnout of the youth vote and an estimated reduction of 3% of the African-America vote, compared to the 2008 election. Since the 2010 mid-term elections and the 2012 elections, a number of state governments have moved to initiate a number of voter ID laws and other legislation that may adversely affect the African-American community. In addition, on the national level we have seen ongoing gridlock in the United States Senate and the House of Representatives on a number of issues relative to gun control, immigration, tax reform, sequester, and women's reproductive rights.

2012 ELECTION: THE BLACK VOTE

While the composition of voters for the 2012 election is still being analyzed, preliminary numbers indicate the voting rate of blacks surpassed that of whites in 2012. However, the voter turnout in swing states was due in part to voter registration suppression issues and an election in which blacks heavily favored the incumbent President Barack Obama versus the Republican candidate Mitt Romney. Based on projections, had the white voter turnout been at the level of the 2004 election, Mitt Romney would have won. In addition, if the black voter turnout had been at the 2008 level, President Barack Obama may have lost.

The U.S. Census released its Current Population Survey May 2013 report titled *The Diversifying Electorate—Voting Rates by Race and Hispanic Origin in 2012 (and Other Recent Elections)*. The report focuses on presidential elections since 1996 to provide analyses about how the American electorate is becoming increasingly more diverse. The report also highlights patterns of voter turnout by race and Hispanic origin. The full report is available at: http://hstrial-iinfo879.intuitwebsites.com/~local/~Preview/Census_-_Voting_in_2012.pdf

The following chart illustrates voting rates by race from 1988–2012 in presidential elections. As noted in the chart, the African-American voting rate participation is on the increase from 1996 through this past election cycle. However, the challenge for our fraternity is to increase voter awareness, voter registration, and voter turnout for mid-term elections. Historically during mid-term elections, the African-American community has low voter participation.

Voter participation should not be based on who is running

or not running for an elected office but who is the best candidate who will address the needs of the voter. We must work to encourage voters to vote in every election so their vote is counted; each vote does make a difference.

Due to the nature of these pressing issues, the continuation of our work on voter registration in our communities is imperative, but we must be focused and strategic in our efforts. While many states are in the process of considering changes to their state voter registration process, the Voteless People Is A Hopeless People Committee will be tracking voter registration legislation by each individual state and will communicate to the membership the voter registration requirements at the state level. Regardless of whatever the states do to change voter registration requirements or the Supreme Court decision on the Voting Rights Act, we must ensure our voting registration events comply with both state and federal law.

Logically, we must continue to reinforce the struggle to achieve the right to vote to our children and youth, lest they forget the sacrifices endured by many to achieve the right to vote. We must also be strategic to pursue eligible voters for each election cycle. Thusly, Alpha Phi Alpha Fraternity, Inc., must engage across all segments of eligible voters to increase voter registration as well as candidate and issue awareness. These events should result in a cumulative effort with a Get out the Vote program on election day. The African-American community can no longer afford to vote during the national elections and not be actively engaged in mid-term elections, or at any time elections are being held for public office (i.e., local, state, or federal). The consequences are too high not to vote.

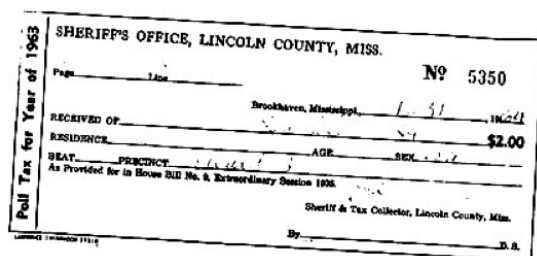
ORIGIN AND DEVELOPMENT

In 1932, the fraternity's Education for Citizenship program was created. It consisted of seven board members, the chairman being the director of education. The purpose of the Education for Citizenship movement was to emphasize vocational needs and placement, qualification and participation in voting, establishment and support of race business and enterprises, improvement of health conditions, a program of wealth conservation, the combating of the doctrine of racial inferiority and the support of all efforts vital to the improvement of black welfare.

Throughout the 1930s, chapters were conducting programs that were designed to put the philosophies of the fraternity into action. These involved mass meetings, radio discussions, plays and pageants, displays of place cards, and the tagging of individuals. The tags bore the slogan "A Voteless People is a Hopeless People."

In the 1940s and 1950s, brothers would work vigorously in voting campaigns and the abolishment of the poll tax as well as literacy tests. Brother Ishmael P. Flory stated, “The brothers, in the best Alpha tradition and ritual, are organizing and working so that (African Americans) might exercise the right to vote in the South.”

Noted below is a 1964 poll tax receipt, lest we forget the struggles of those who have sacrificed for the right to vote. Therefore, based on evidence in the 2012 election and we must assume moving forward to future election cycles, we must be vigilant as states seek to impose restrictive voter registration requirements.



One chapter interested in the Education for Citizenship program was Eta Lambda Chapter in Atlanta, Georgia, that conducted its Get Registered campaign. The chapter issued a report stating, “We are attacking this point by training both... [college and alumni] brothers in methods of facing our present civic problems, so that they may effectively instructs others.”



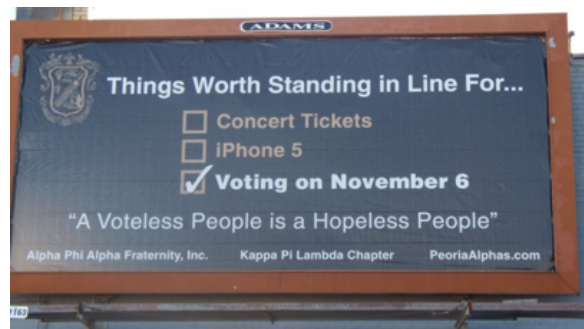
During the 2012 national election, Alpha Phi Alpha Fraternity, Inc., held a national contest among the brotherhood, and the winning slogan was “First of All, We Vote.”

Brother Douglas James,

Sr., a 1977 initiate of Phi Chapter located at Ohio University, Athens, created the logo above.

Alpha Phi Alpha General Office also provided a data collection tool available to the chapters to input their efforts in voter registration drives. As a result of chapters using this tool, National was able to identify those chapters that were actively participating in voter registration drives. According to the data provided, the college chapter Tau Eta in South Carolina registered approximately 1,235 voters during the 2012 election cycle.

At the local level, the alumni chapter Kappa Pi Lambda of Peoria, Illinois, also invested in a paid billboard to promote voting in the community.



Note: If your chapter had a unique way to promote voting during the 2012 election cycle, please send a photo or a description of your efforts to the National e-mail address at @apa1906.net. We will include this information in an archive folder for potential future use.

Alpha Phi Alpha Fraternity’s voter registration efforts through the years have increased the voting strength of African Americans. Today, because of the political attacks on African Americans, immigrants, women, and the economically disadvantaged, we must continue our aggressive efforts in developing voter campaigns in our communities.

The following are the 2012 Reported Voter Registration results by regions based on reported voter registration drives submitted using our National VPHP reporting tool.

2012 NUMBER OF REPORTED REGISTERED VOTERS BY FRATERNITY

Region	Voter Registration Totals
Eastern	177
Midwestern	102
Southern	2,555
Southwestern	676
Western	403

2012 Total Number of Reported Registered Voters by the Fraternity 3,913

A key program initiative is to increase the active participation of chapters to conduct voter registration drives based on their individual state process and report the results using the national reporting tool. This tool can be accessed at the following link: <https://www.surveymonkey.com/FirstofAllWEVOTE>

CHAPTER I: PROGRAM COMPONENTS

The program components are designed to assist our citizens in becoming more politically aware and to exercise their rights as citizens to vote. The A Voteless People Is A Hopeless People models contained in this document include the following major program elements.

KNOWLEDGE:

To enable individuals to make informed political decisions as citizens, it is important to provide the voter with an accurate historical perspective and to help him/her see how current events influence their lives. Cultural enrichment helps to connect the humanitarian aspects of life with life's realities. Knowledge of the type mentioned helps to build political awareness and with education can bring about political consciousness. A strong effort must be made to educate voters, register voters, seek out qualified candidates, host candidate forums, and get out the vote on election day. Case in point: Each year, high schools offer an ideal opportunity for voter registration drives even in non-election years.

While each state is important in generating voter turnout, it is also imperative to be aware of the swing states in national elections. In these critical states, it is imperative we increase our efforts in voter awareness and voter registration and "get out the vote" on election day. Additional information about swing states will be provided during the 2016 presidential election cycle.

ATTITUDE:

Alpha Phi Alpha Fraternity, Inc., recognizes that simply knowing the facts is not enough to motivate people to exercise their rights as citizens. A Voteless People Is A Hopeless People seeks to have the local chapters create awareness of issues that affect the voter at the local, state (voter suppression and immigration issues), and national levels (e.g., gun rights, tax code revision, health care). Enabling people to explore their own value systems is a greater motivation to become engaged in the political process and to be motivated to vote on the value issues that are important to the voter.

SKILLS:

Brothers implementing the A Voteless People Is A Hopeless People program must be aware of the voter registration requirements in their respective states. Some states that allow Voter Registration Drives (VRDs) such as Colorado have financial penalties should the voter

registration deadlines and process be violated, which are charged against the VRD organizer and agent. In conducting voter awareness campaigns and hosting political forums, this is also an excellent opportunity for Alpha Phi Alpha Fraternity to collaborate with other community groups in hosting these events. In establishing partnerships in our local community, the fraternity can extend community awareness and education, while enlisting additional volunteers and generating greater attendance at voter events.

Due to the tax-exempt status of some churches, these institutions may prefer to have Alpha Phi Alpha Fraternity conduct voter registration drives, as we are not aligned with any political party. Also, public events hosted by the Divine 9 serve as another opportunity to hold voter registration drives. We must look at all of these opportunities to provide leadership training to prepare those all around us for leadership today and in the future.

CHAPTER II: THE LEADER'S ROLE

While no one person is expected to single-handedly make the program work, your success as an A Voteless People Is A Hopeless People coordinator is very important to the overall success of the program. It is the objective of the for A Voteless People Is A Hopeless People Committee to provide the overall strategy and voter registration requirements by state. The committee is structured to have alumni and college brother representation by region to serve as focal points for each region. The regional focal point will communicate to their respective regions and will serve to work with their individual states within the region to implement the five (5) areas of program execution:

1. Public issue forums
2. Candidate forums and/or debate watch
3. Voter education
4. Voter registration drives
5. Get Out the Vote programs

To assist in measuring our efforts at the chapter, district, and regional level, chapters will be requested to provide their event(s), voter registration number, and related expenses via the use of Survey Monkey for tracking purposes. The use of this tool will be very straight-forward and simple to allow the committee to capture the needed information without being a burden to complete. In addition, it is the intent of this committee to work with the regional VPs and AVPs to provide information updates via their respective Web sites. At the chapter level, the following are items for consideration, based on your respective state's voter registration requirements.

- Each chapter should identify a focal point and a committee to support the A Voteless People Is A Hopeless People program. The committee and focal point need to educate themselves and the members of their chapter on the voter registration process for their state. If their state allows for VRDs, then the coordinator may want to choose one chapter to be approved as the VRD organizer and agent to serve the whole state; therefore, each chapter does not need to go through this process. However, keep in mind the chapter that takes this responsibility needs to ensure education and compliance by the other chapters.
- Chapters should draft a tentative plan on how to participate in the five programs listed for execution. It is not the expectation that all chapters will do

all five, but each chapter should be able to execute at least one event multiple times during the election cycle (i.e., voter registration drives at multiple locations). Brothers, also be aware of local elections that will be held this November 2013, such as the mayoral elections in Atlanta, GA, Detroit, MI, and New York, NY. For a listing of other local elections around the country, please go to the following link: http://en.wikipedia.org/wiki/United_States_elections_2013.

Chapters in the states of New Jersey and Virginia may want to consider their strategy for the gubernatorial elections that will be held this fall in 2013. The other states and chapters may wish to think about their respective strategies for the 2014 mid-term elections.

- Identify the major jobs to be carried out in both the program items and political forums.
- Orient your chapter to the overall action plan items established by the chapter committee for the A Voteless People Is A Hopeless People program. We suggest the following program to give everyone a sense of purpose of the program and the work involved.
- Review the A Voteless People Is A Hopeless People Implementation Guide.
- Understand your state's voter registration process and options for convicted felonies that have completed their sentencing requirements.
- At the chapter level, identify five (5) areas of program execution, and determine in what areas your chapter can be engaged in preferably all five, but at a minimum at least one. This information should be communicated to your regional focal point (contact information is listed in the Conclusion of this document), and the regional focal point will forward to the national committee chairman for recording purposes.
- Develop a working program and timetable showing: a) major work areas, b) tasks in each area, c) the person(s) responsible for each task, d) other organizations and groups with whom the chapter can collaborate to host events, and e) deadlines for

each task. A sample work program is contained in this Implementation Guide. You should also feel free to use your own management system to track voter registration date(s), location, the number of voters registered, and expenses for any supplies (e.g., pens, tent cards, postage).

- Publicize your events, especially candidate forums (e.g., newsletters, papers, electronic media, radio) for greater community attendance.
- Hold orientation meeting for political forum events.
- Hold subsequent sessions, involving the participants in the planning and implementation whenever possible.
- Conduct periodic programmatic review sessions to assess if the programmatic activities are on track. These sessions should include group members and representatives of co-sponsoring groups or agencies (public information forums on local, state, federal legislation, or proposals). Chapters should consider participation in town hall meetings of their elected officials whenever they are held. Questions should be researched prior to the event, succinct and to the point, and asked in a respectful manner.
- If required, file the necessary reports on your voter registration drives or political/candidate forums.

Chapter III: PLANNING YOUR PROGRAM

As the focal point for your chapter for the A Voteless People Is A Hopeless People program, propose a project model that you feel will work best for your chapter and the community. The modules presented are guides for how Alpha Phi Alpha chapters should implement A Voteless People Is A Hopeless People. You can amend the modules to meet the need(s) you envision.

In choosing a module(s), consider what is do-able given your in-house resources, your ability to generate additional support, and the level of your chapter's commitment to other programs during the year.

Whether you use a module(s) shown here or adapt the module guides to fit your chapter and other stakeholders, thus creating your own A Voteless People Is A Hopeless People program, consider the following points:

RECRUITMENT

Can you recruit members of the target population to attend the kind of sessions proposed?

PROGRAMMING

Can you obtain brothers, colleagues, and others to serve in key roles such as speakers, small-group facilitators, and support personnel?

LOGISTICS/TRANSPORTATION

Can you provide a suitable facility for the sessions for participants and transportation, if needed?

FINANCING

Can the chapter and other stakeholders secure the financing needed to carry out the A Voteless People Is A Hopeless People program and transportation if needed?

EVALUATION

Does your model program provide for the pre-program and post-program administration of both knowledge and attitude surveys, as well as a critique of the sessions by participants, planners, and presenters?

FOLLOW-UP

Does the implementation model that you selected provide components that will continue to stimulate interest after the program ends?

If you can answer “Yes” to these questions with reasonable certainty, your plan is strong and sound. You are ready to implement your plan.

Chapter IV: IMPLEMENTING YOUR PLAN

The following work areas need to be addressed to successfully carry out your A Voteless People Is A Hopeless People program: 1) personnel, 2) programming, 3) recruitment, 4) logistics and transportation, 5) parental consent, 6) finance, 7) evaluation, 8) follow-up, and 9) public relations.

Designate someone to coordinate efforts in each of these areas. If necessary, form a sub-committee to carry out these functions. Each of these areas should be carefully planned and coordinated with the other areas.

PERSONNEL

The A Voteless People Is A Hopeless People program can be implemented by every chapter. In general, no specialized personnel are needed to implement the program on a continuing basis. Laypersons are equipped to carry out the program components.

After selecting your personnel, it is important to share with them the overview of the A Voteless People Is A Hopeless People program so they can prepare a presentation in line with your program.

Presenters – Technically qualified people who can relate well with youth should be selected to present information. Memorizing basic facts for a presentation will not help an amateur speaker in the question-and-answer phase. Members of the chapter can either fill these roles or recommend others. Send a letter to each participant with general information about the A Voteless People Is A Hopeless People program. Also, invite them to attend your planning meetings.

Facilitators – Assign a leader to facilitate any group meetings with participants that you might have. These people should be familiar with the session focus and lead the group in discussing these issues. They should aid discussion and bring it back on course when it strays off topic. Someone should keep notes on the small-group meetings to gauge participant reaction to the presentations.

Conduct a brief training session for facilitators and other members of the A Voteless People Is A Hopeless People program. Guidelines for facilitators and role-playing exercises help facilitators realize the importance and limitations of their task.

Support Personnel – Assign group members or others to supervise meal planning, equipment placement, first aid, and other tasks.

PROGRAMMING CONTENT

The major task in developing content is to ensure that your program sessions reflect the three major components of the A Voteless People Is A Hopeless People program: 1) knowledge, 2) attitudes, and 3) skills.

Knowledge – Providing information strategies that will lead to success and sharing information from a cultural/historical perspective are among the areas to be covered in the A Voteless People Is A Hopeless People program sessions.

Attitude – The intent of A Voteless People Is A Hopeless People is to motivate citizens to assume their citizenship rights. Components in this segment are revealed through presentations and group activities. Four key areas should be presented and some may be combined.

Skills – A fundamental objective of the program is to equip participants with adequate skills to achieve educational success.

To assist in achieving these three objectives, the following four (4) areas are important to allow individuals and groups to determine the relative importance of issues being presented by candidates for elected offices either in local, state, or national elections. By using these four areas of analysis, the voter will be able to cast his/her vote based on the candidate that will best serve the individual, community, and national interest.

SUBJECT AREA AND FOCUSES HAVE BEEN LISTED BELOW:

CRITICAL THINKING

Using the questioning technique of, “who, what, when, where, why, and how” to come up with solutions

VALUING

Considering political information with respect to its worth, excellence, usefulness, or importance

RESPONSIBLE DECISION-MAKING

Considering relevant factors and related facts that pertain to political information and arriving at possibilities or

desirable outcomes

SETTING DEFINITIVE GOALS

Identifying short, intermediate, and long-range goals that are smart.

FOCUS

Our interaction with the participants should provide positive role models. We should encourage their development and leadership in a number of crucial areas: planning, organizing, analytical and critical thinking, decision-making, public presentation, and writing.

A person who relates well with people should present and explain these issues, drawing on the life experiences of people like the participants to illustrate each point.

Reactor panels that give immediate impressions of the presentation and small-group sessions that discuss both the presentation and reaction to it are invaluable in boosting motivation. Group exercises that promote exploration of values can stimulate small-group discussions. The program should be structured to allow participants who have leadership ability to identify effective ways to get the message to their peers, families, and communities.

The following activities are recommended to participants in developing citizenship skills:

1. Provide activities and discussions that focus on improving their analysis of political information. This should be embedded in the current events and historical perspective segments of the training.
2. Provide training on leadership skills and opportunities for them to lead program activities and/or discussions, etc.

RECRUITMENT

Give recruitment a high priority to allow enough time to select and identify program participants.

Target population – The target population could be any population in your community identified as being under-represented among the voters in your community.

Co-sponsoring agencies – Invite agencies that work directly with underserved populations to serve as co-sponsors (e.g., block clubs, churches, high schools, colleges/universities, League of Women Voters, NAACP, National Urban League).

Other concerns – Also be prepared to answer questions on program content, appropriate dress, scheduling, meals/

snacks, and emergency procedures. Co-sponsoring agencies can deal with many of these issues.

LOGISTICS AND TRANSPORTATION

Review the facilities, equipment, and materials needed to conduct the program:

- Meeting facilities
- Meal/snack service facilities
- Transportation
- Equipment (chairs, microphones, audio-visual aids)
- First aid
- Emergency procedures
- Materials (e.g., educational handouts, pencils, pads). This cost should be included when you submit your event results to the national committee via Survey Monkey.

If your chapter or partners are responsible for transportation and renting meeting facilities, secure appropriate contracts, review them with the national committee's legal counsel, ensure that the service vendors provide insurance, and investigate the possibility of securing a "rider" on these policies to cover your chapter.

Parental consent: Form can be obtained from the Membership Department. Please e-mail membership@apa1906.net to obtain the form. Chapters should also complete the Insurance Coverage form for any event related to A Voteless People Is A Hopeless People.

Written parental consent should be secured for youth participating in A Voteless People Is A Hopeless People program activities. Parental consent lets you know that you have permission to include minors in your program activities. Consent forms can also provide you with information on any health issues related to your youth participants. When working with school districts, a chapter can sometimes secure limited indemnification from accidental injuries to a participant. Many school districts can provide a copy of their parental consent forms for your use. Some school administrators will distribute and collect the parental consent forms for you. You may need to revise the parental consent form. Whether the consent form needs to be revised or not, provide a copy of the parental consent form to the chapter's legal counsel for approval prior to collecting parent signatures on the forms.

FINANCING THE PROGRAM

The sponsoring chapter(s) and partners are responsible for preparing the program budget and exploring available sources for financial underwriting.

Preparing the budget – A sound budget will be required by almost all chapters and collaborating agencies or groups for financial support. A program budget should include all conferences costs: facilities, printing, transportation, meals/snacks, lodging, speaker's honoraria, materials, and so forth.

Co-sponsor support – Discuss with your co-sponsoring organization resources that might be provided in support of the program (e.g., facilities, speakers, food).

In-kind support – Do not overlook “in-kind” support for program needs. In addition to the resources of the local chapter(s), chapter(s) should seek out community support and solicit their help in hosting events, where appropriate.

Outside fund-raising – Most major corporations operate foundations that support community service activities. Fraternity members and friends who work for such firms can be extremely helpful in securing funding.

EVALUATION

Your program should include two types of evaluations: 1) periodic discussion of program progress with participants and sponsoring organizations and 2) a Program Evaluation Survey (or other suitable data collection instrument).

Period progress discussions – Use a format to ask specific questions about the program. Identify a recorder to collect the oral and written feedback from the participants regarding the strengths and areas of concern. Inform the group about the strategies that will be used to address areas of concern.

Program evaluation survey – Data should be collected to design subsequent programs, to plan follow-up activities, and to provide program context to the chapter and program funding sources. Program evaluation asks participants their opinions regarding the program itself (i.e., the information presented, speakers, and group activities). Most of the questions require respondents to answer either “Yes” or “No.” Other questions require respondents to provide answers.

The evaluation process will enable the chapter(s), to determine the critical success factors and areas for improvement during the election cycle or voter registration campaign.

The Survey Monkey tool will serve as the event roll-up track tool for chapter participation against the five execution strategies outlined in chapter two of this document.

FOLLOW-UP

Follow-up activities should be undertaken in a number of areas, including administration, public relations, and community outreach.

Administration – In addition to filing financial reports with funding sources, chapter(s) should also send articles of their events to the National Programs Office at the fraternity's corporate headquarters (e-mail address: vphp@apa1906.net) for potential inclusion in the Sphinx or as part of an event announcement via the general president's distribution list to the brotherhood. The document submitted should include photos and co-sponsoring organizations if they are involved in the event.

The report or Public Service Announcement (PSA) should include the date(s) and the event location, sponsoring and co-sponsoring organizations, agencies sponsoring participants, and the number of participants involved (if possible, by category, i.e., youth, community participation, brothers, partners, and so forth). Include copies of your program, evaluation instruments, handout materials, news clippings, and other published materials (please note, only provide significant documents; this does not require all materials used).

Send letters of thank you to participants, co-sponsors, underwriters, and others who contributed to the success of your event. Do not forget to thank the brothers for their efforts. They, too, are volunteers and their donations of time, money, and talent deserve recognition.

Programs – At the chapter level, the A Voteless People Is A Hopeless People Committee should work with participants, other sponsoring organizations, and other interested parties to promote A Voteless People Is A Hopeless People activities in the community.

PUBLIC RELATIONS

It is important for the community to understand what we are trying to accomplish with A Voteless People Is A Hopeless People campaign and to be inspired to join us. Public relations are an essential part of this thrust.

The news release – Chapters should consider using all available local media outlets in their communities, in addition to the use of electronic media such as Facebook, to invite the community and other stakeholders to these public events. Prepare a pre-conference release, with photographs, to give background on A Voteless People Is A Hopeless People, information about Alpha, and information on your chapter and its outreach programs.

The first paragraph of the release should tell the story:

who, what, where, when, and why. The second paragraph should answer all other questions. Other paragraphs are likely to be edited away, so follow this format to preserve essential information in the story.

Your release should be on the official letterhead of your chapter. It should be typed and double-spaced. It should contain a contact name and phone number. Follow-up contact should be made with printed media outlets.

Develop a complete media mailing list for all printed media outlets in your community. In some cases, local TV stations may cover your event if they are given advance notice. The more contacts you make, the more you increase your chances of getting coverage. Generally, you can e-mail your press release to the various media outlets. You should also understand the various media publishing schedules so your event will be printed in the news cycle before your event. If you are soliciting other organization responses, allow adequate lead time to allow for a timely response.

News media invitations – A separate letter or e-mail should be sent to the media to invite them to attend the various community voter registration and political forum events being hosted by the chapter(s) and partners. The communication should arrive two weeks before the event. A follow-up phone call should be planned 2–3 days before the event to check media commitments.

Special media – Alternative media sources also can provide coverage. These include special-interest publications. This document will be updated as required; should anyone have suggestions or comments, please send them to vphp@apa1906.net.

RESOURCE

This document will be updated as required; should anyone have suggestions or comments, please send them to vphp@apa1906.net.

The National Standing Committee Members and Regional Focal Points:

COMMITTEE CHAIRMAN

Brother Steven L. Jones, vphp@apa1906.net

EASTERN

(ALUMNI)

Brother Dr. John Harkless

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Brother Michael McCoy

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(COLLEGE)

Seeking two members, open

MIDWESTERN

(ALUMNI)

Brother Cedric Giles

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Brother Dr. Richard Gardner, Sr.

rgardn14aphi@msn.com

(COLLEGE)

Seeking two members

SOUTHERN

(ALUMNI)

Brother Maurice Thompson II

maurice.thompsonii@gmail.com

Seeking one member

(COLLEGE)

Seeking two members

SOUTHWESTERN

(ALUMNI)

Seeking two members

(COLLEGE)

Seeking two members, open

WESTERN

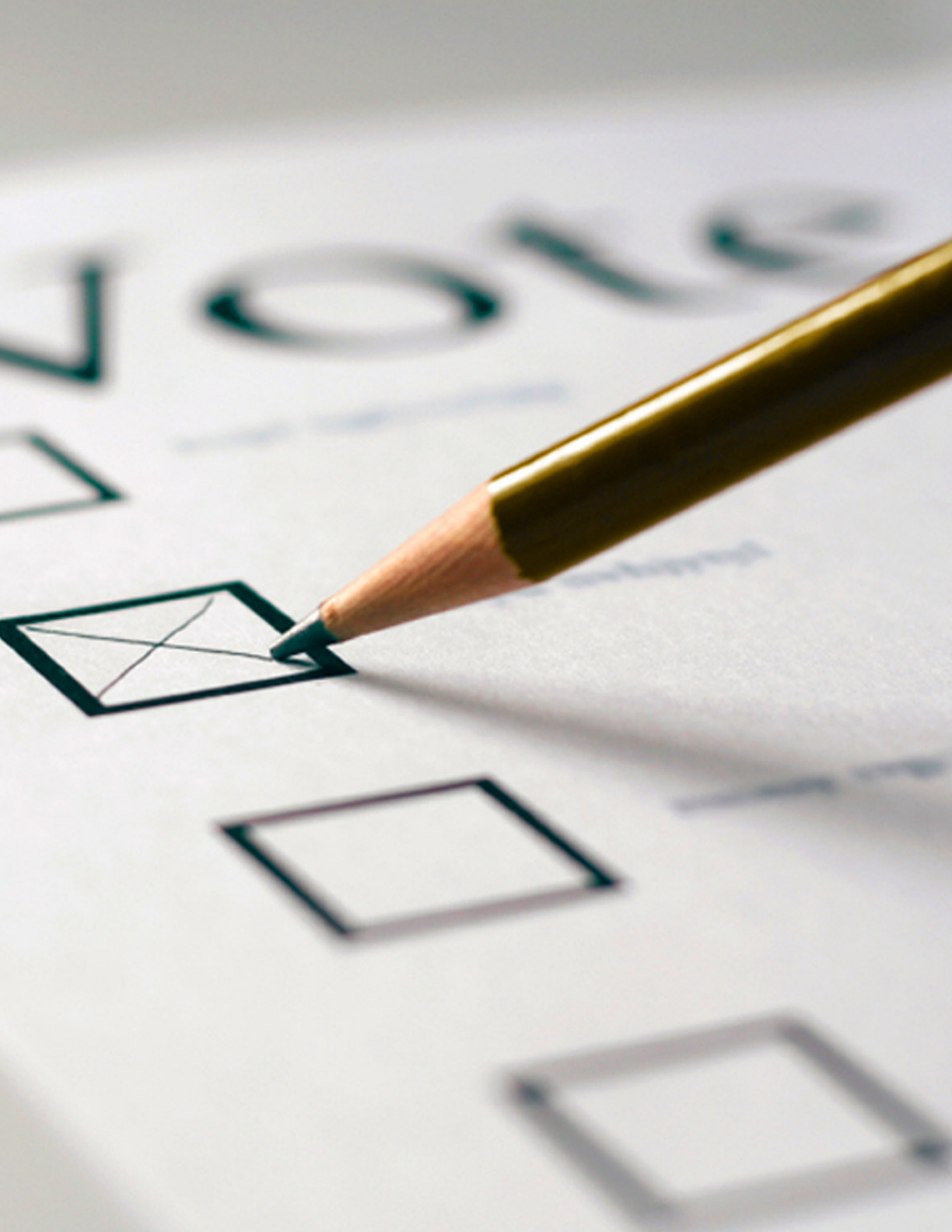
(Alumni)

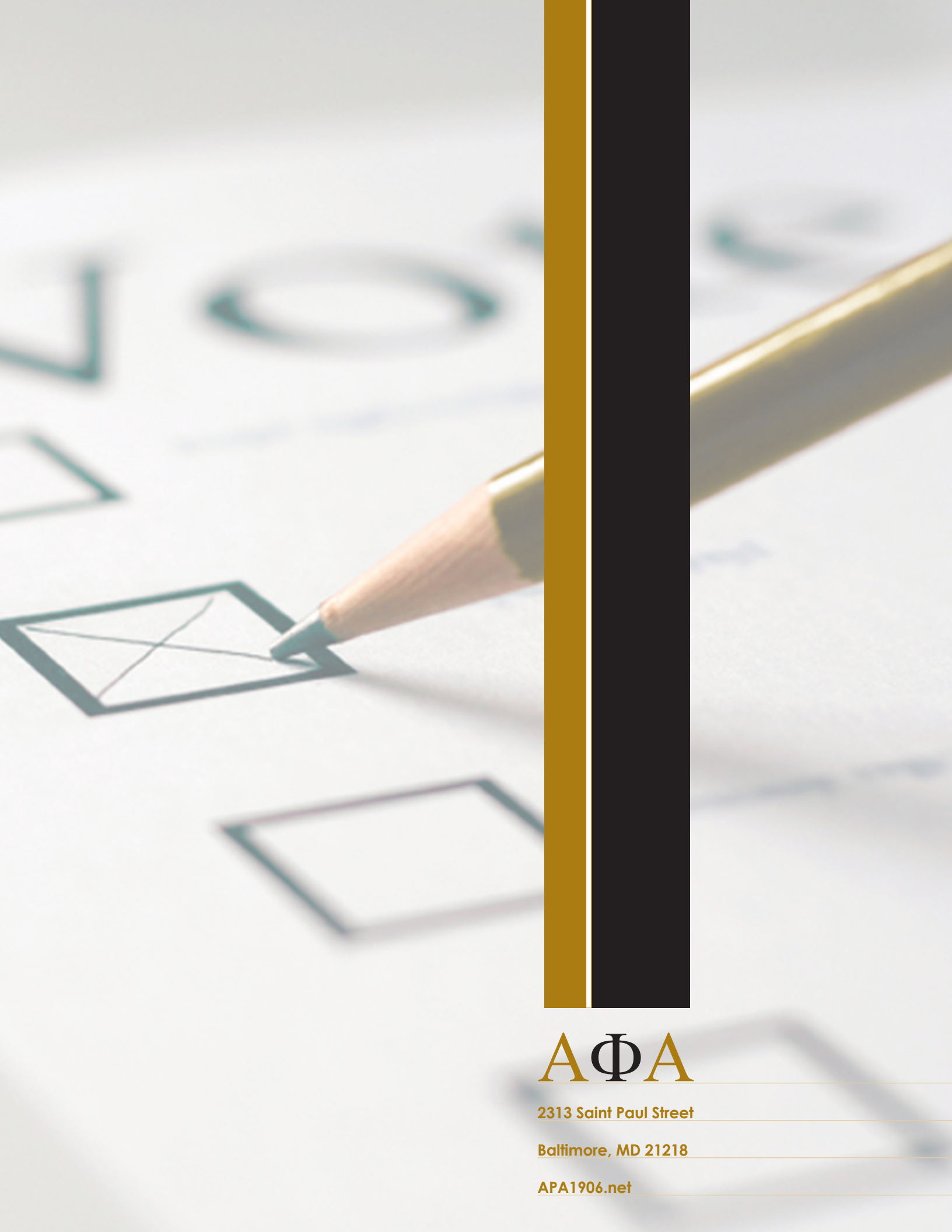
Seeking one member

(College)

Seeking two members

If a member of the fraternity wants to become a member of the committee and become a regional focal point for his respective region, please submit a cover letter and résumé to the chairman of this committee. After review by the committee chairman, the information package will be forwarded to the general president of the fraternity for review.





ΑΦΑ

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