Fighting for Democracy | OUR VOTES MATTER
Fighting for Democracy | OUR VOTES MATTER
# TABLE OF CONTENTS

4. WELCOME  
5. MISSION  
6. THE FAITH COMMUNITY AND CIVIC ENGAGEMENT  
7. STRATEGY  
9. SAMPLE CHURCH BULLETIN  
9. SAMPLE PULPIT ANNOUNCEMENT  
9. SAMPLE SERMON SCRIPTURE  
11. TARGETING  
12. VOTER REGISTRATION  
16. INSTRUCTIONS FOR THE WRITTEN PLAN  
18. CONTACTS
Dear Faith Community Leader:

Voting is a right. Innumerable people have made incalculable sacrifices to win this right for all Americans. Your leadership is critical to mobilizing people in your community to exercise their right to vote. Our votes matter. Thank you for your interest in the “Faith Leaders Toolkit For Civic Engagement”. This toolkit includes voter education, registration, get out the vote information (GOTV) and much more.

This Toolkit is uniquely tailored to the important role you have in encouraging our communities and inspiring action. As a spiritual and community leader you are uniquely positioned to nurture the Spirit of God’s people as well as provide them with the tools for their physical, social, economic and overall empowerment.

This toolkit is designed to aid you in educating your congregation on the importance of voting, enabling them to vote through proper registrations and encouraging them to become engaged in the voting process during all primary and general elections.

We ask you to appoint a Coordinator from your respective houses of worship to keep you apprised of civic engagement activities hosted by the NAACP and their respective partners. Coordinators will be responsible for organizing other persons as needed to distribute voter education information, register voters on Sundays and at other church meetings such as, Bible study, choir rehearsals, auxiliary organizational meetings, and other church related functions and events that are in line with your church policies and procedures.

You have influence. Your personal commitment is necessary for the success of this social justice movement.

Thank you for your leadership in this critical effort to empower our people through the exercise of their “Right to Vote”. As one of your civil engagement partners, the NAACP wanted to share this resource to help you mobilize your community to vote. You make change possible for generations yet unborn. We look forward to hearing from you and your designee as soon as possible to establish an ongoing rapport during all election campaigns and events in the months ahead and for years to come.

Bishop Dennis V. Proctor, Chairman, NAACP Religious Affairs Committee

Dr. David Emmanuel Goatley, Co-Chairman, NAACP Religious Affairs
The NAACP is the nation’s oldest and largest civil rights organization. Our mission is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination. Our vision is to ensure a society in which all individuals have equal rights without discrimination based on race.
The great democratic right to vote is a perfect example of how selection, preference, choice and decision all directly influence the life of the individual, the quality of our community and the welfare of generations yet unborn.

Many people underestimate the far-reaching power and impact of the ballot. Communities and individuals are changed when they exercise their right to vote. Civic participation in religious communities is an act of faith.

The NAACP Religious Affairs Committee is calling on faith leaders to designate “Faith Sundays” throughout the election season and to designate an area on your website to host resources related to voting and get out the vote. Included in this toolkit are resources that will assist you in your Civic Engagement and Voter Registration efforts. Additional resources may be obtained at www.naacp.org.

“Choose Ye This Day Whom You Will Serve”. Joshua 24:14-15
**MESSAGE**

The NAACP’s 2016 Civic Engagement Plan’s theme, Fighting for Democracy, is the overarching message that we will convey to voters in the targeted states that indeed, “Our Votes Matter”!

**2015-2016 DIGITAL MEDIA PLAN**

This year’s campaign will implement strategic communication techniques that will include an updated website, hot button issues, social media, as well as celebrity and entertainment sources to maximize attention on the importance of this year’s presidential and federal elections. For example:

- Email: HQ sends two emails each month to our list of 850,000 +.
- Texts: HQ will send text messages to targeted zip codes.
- Phones: HQ will send “Ro-Bo” calls into targeted states.
- VAN Training: HQ conducts voter registration VAN training webinars, as needed; they can be found on the naacp.org website. The 2016 NAACP VAN Guide is also being uploaded.
- Website: HQ installed State Voter Guides for all 50 states.
- Website: HQ installed a national online voter registration application.

**FIGHTING FOR DEMOCRACY 2016**

The Fighting for Democracy 2016 campaign will work towards increasing the low voter turnout of African Americans in the upcoming federal and presidential election.

Although in the last two presidential elections, African Americans turnout steadily increased and in fact, in 2012 it surpassed that of whites mostly in the Midwest region; Ohio, Indiana, Illinois, Wisconsin and Michigan. Also including the Southern US regional states of; Mississippi, Alabama, Georgia, Florida, North Carolina, South Carolina and Virginia.
TARGETED STATES

On the TARGETING page you’ll find a list of 17 states which have had a 55% turnout in previous elections and a minimum of 100,000 registered African Americans. To be efficient, we will focus our activities and resources on the targets.

STRATEGIC PARTNERS

Our goal is to register 300,000 voters and we welcome our companion progressive leaders, organizations, clergy, labor unions, social, civic and other organizations to this effort.
PULPIT ANNOUNCEMENT

The prophet Amos reminds us to “let justice roll down like waters and righteousness like an ever-flowing stream”. (Amos 5:24)

We are in a critical moment in history and we cannot turn back now. It is imperative that we rise as a body and exercise our Fifteenth Amendment right…. Yes the right to vote, it is not an option…We will designate every third and fifth Sunday as voter registration and voter education Sunday through the end of September. In October we will focus on implementing strategies to ensure members are able to get to the various precincts and cast their ballots. Additional information will follow …. This is our moment…..

CHURCH BULLETIN ANNOUNCEMENT

Our Faith and Our Votes Matter

“Shout out, do not hold back! Lift up your voice like a trumpet!” - Isaiah 58:1

(Your church’s name) is joining the NAACP’s Fighting for Democracy: Our Votes Matter campaign to register voters, educate congregants on important issues at stake in the election and encourage voter turnout. The campaign committee will hold a voter registration table at church (insert contact information). Learn more about this important campaign at (insert church web address)

SERMON SCRIPTURES

God’s Concern for Justice, the Poor, and the “Least of These”

- Psalms 10: 17-18

17 Lord, You know the hopes of the helpless. Surely you will listen to their cries and comfort them. 18 You will bring justice to the orphans and the oppressed, so people can no longer terrify them. NLT

- Psalms 82: 3-4

Enough! You’ve corrupted justice long enough, you’ve let the wicked get away with murder.
You're here to defend the defenseless, to make sure that underdogs get a fair break; your job is to stand up for the powerless, and prosecute all those who exploit them. *The Message*

- **Proverbs 14: 31**
  Those who oppress the poor insult their Maker, but helping the poor and needy. *NIV*

- **Amos 5:21, 23, 24**
  21 I hate, I despise your religious festivals; I cannot stand your assemblies… 23 Away with the noise of your songs! I will not listen to the music of your harps. 24 But let justice roll on like a river, righteousness like a never-failing stream! *NIV*

- **Micah 6: 8**
  He has shown you, O mortal, what is good. And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God. *NIV*

- **Zechariah 7: 9 -10**
  9 this what the LORD Almighty says: Administer true justice; show mercy and compassion to one another. 10 Do not oppress the widow or the fatherless, the alien or the poor. In your hearts do not think evil of each other. *NIV*

- **Matthew 25: 31- 46**
  41 Then he will say to those on his left, “Depart from me, you who are cursed, into the eternal fire prepared for the devil and his angels. 42 For I was hungry and you gave me nothing to eat, I was thirsty and you gave me nothing to drink, 43 I was stranger and you did not invite me in, I needed clothes and you did not clothe me, I was sick and in prison and you did not look after me. 44 They also will answer, Lord, when did we see you hungry or thirsty or a stranger or needing clothes or sick or in prison and did not help you? 45 He will reply, I tell you the truth, whatever you did not do for me. *NIV*

- **1 John 3:16-18**
  16 this is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers. 17 If anyone has material possessions and sees his brother in need but has no pity on him, how can the love of God be in him? 18Dear children, let us not love with words or tongue but with actions and in truth. *NIV*

*Scriptures are taken from New International Version (NIV), New American Standard (NAS), New Living Translation (NLT)*
The NAACP’s Civic Engagement goal for the 2016 election cycle is to register 300,000 voters, and mobilize them to vote on November 8, 2016.

An efficient way to accomplish this is by focusing on 17 of the 38 state area conferences within the NAACP network as targeted states. These states had a 55% turnout in the 2012 general election and have over 100,000 African Americans registered to vote. Each of these targeted states will be required to provide a plan identifying the micro-targets within their respective states.

These are the registration goals for our 17 targeted states.

<table>
<thead>
<tr>
<th>STATE</th>
<th>TOTAL Unregistered</th>
<th>Registration Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>147,000</td>
<td>14,700</td>
</tr>
<tr>
<td>Connecticut</td>
<td>32,000</td>
<td>3,200</td>
</tr>
<tr>
<td>Florida</td>
<td>334,000</td>
<td>33,400</td>
</tr>
<tr>
<td>Georgia</td>
<td>339,000</td>
<td>33,900</td>
</tr>
<tr>
<td>Indiana</td>
<td>100,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Louisiana</td>
<td>164,000</td>
<td>16,400</td>
</tr>
<tr>
<td>Michigan</td>
<td>284,000</td>
<td>28,400</td>
</tr>
<tr>
<td>Mississippi</td>
<td>141,000</td>
<td>14,100</td>
</tr>
<tr>
<td>Missouri</td>
<td>117,000</td>
<td>17,000</td>
</tr>
<tr>
<td>North Carolina</td>
<td>288,000</td>
<td>28,000</td>
</tr>
<tr>
<td>Ohio</td>
<td>234,000</td>
<td>23,400</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>161,000</td>
<td>16,100</td>
</tr>
<tr>
<td>State</td>
<td>Value 1</td>
<td>Value 2</td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>South Carolina</td>
<td>148,000</td>
<td>14,800</td>
</tr>
<tr>
<td>Tennessee</td>
<td>159,000</td>
<td>15,900</td>
</tr>
<tr>
<td>Texas</td>
<td>386,000</td>
<td>38,600</td>
</tr>
<tr>
<td>Virginia</td>
<td>211,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>56,000</td>
<td>5,600</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,301,000</td>
<td>334,500</td>
</tr>
</tbody>
</table>
VOTER REGISTRATION

Expanding the political and civic representation of African Americans in society has been a longstanding priority for the NAACP and most all progressive organizations, and as such, this work heightens during election time. In 2016 the NAACP developed the “Our Votes Matter” slogan to put the politicians on notice while increasing participation amongst African American.

These efforts should also lay the foundation to make inroads towards promoting long-term voting and civic participation. Now, we are ready to launch our civic engagement campaign.

How to Conduct a Voter Registration Drive in Your Church

Conducting a Voter Registration Drive in your Church is a good first step to energizing your base. Your goal should include making sure every member at your church is registered voter and is eligible to vote. Once you begin your voter registration efforts

Form a Committee

The Committee should be comprised of members from your church and or people who you recruit to volunteer. The more organized your committee, the more effective your campaign will be.

Designate a Captain/Leader who can regularly communicate with the national Campaign Lead to provide updates and obtain resources.

Pastors are strongly encouraged to provide leadership to this effort as it is critical to the success of the voter registration and Get out the Vote efforts

Next Steps

Once the committee has been formed and has met, set a timeline for the Church’s voter
registration drive. Voters can be registered in pews or set up voter registration tables before and after services. Voter Registration Drives should be held on more than one Sunday.

Contact your local Election Office to get voter registration cards, deadline information, and inquire about absentee ballot or voting by mail options. MAKE SURE YOU ARE BRIEFED ON LOCAL AND STATE VOTER REGISTRATION LAWS.

Host a Mass Meeting at your church to discuss critical issues confronting people and discuss current pending legislation regarding the Voting Rights Act.

**Registering Voters During Worship Service**

The most effective way to register voters in Church and ensure significant participation is by registering members in the pews during service.

During designated Sundays, Ushers should have a sufficient quantity of voter registration cards. When appropriate during service, the Pastor should address the importance of civic participation and the urgent nature of the election. Once the voter registration cards have been distributed, completed and returned back to the ushers, the cards should be turned into a designated committee member.

**Voter Registration Tables Before or After Service**

It is not uncommon to set up a table or booth in the main foyer of the church where people can stop by before and after the service. Ask the Pastor to urge members to stop by the tables before and after Service.

**Collect Voter Registration Cards at the Registration Table**

It is important that people complete the registration cards and leave them with at the table or with a committee member. This ensures cards are completed and turned in immediately; people are less likely to complete the card if they are permitted to take
them home.

Voter Registration Table Checklist

- Voter Registration Cards
- Absentee ballots and information on absentee or mail-in-voting
- Tables and chairs
- Pens
- Nametags
- Flyers (pertinent to campaign and other events)
- State voter information from your Election Office
- Posters: Register Here
- Sign: Voter registration available regardless of party affiliation and candidate preference
- Stickers/buttons: (I registered today)

Other Voter Registration Campaign Methods

From 1909-2010 the NAACP utilized grassroots voter registration efforts as the base method of voter registration. In 2010 the NAACP continued these voter registration campaigns adding a “pledge card” component to this time tested method.
Technology Driven Voter Registration Campaigns

From 2000-2008 the NAACP utilized ‘field’ efforts as the primary method of voter registration programs.

In 2010 the NAACP placed greater emphasis on use of multi-media and marketing of voter registration campaigns through use of new technologies and best practices in automated registration techniques.

Now, in 2016, we will utilize the 30 State voter registration online application which can be found at www.naacp.org/civicengagement.

Additionally, we will continue using technology tools like the SmartVAN, training webinars, text messaging, etc., and the tried and true grassroots techniques to register and educate voters in preparation for the 2016 general election. And, we’ve dusted off the NAACP Voter Action Network (VAN) Guide to help with the technology.

You are well on your way to helping your congregation become civically involved!
ANY PLAN NOT WRITTEN DOWN IS NOT REALLY A PLAN!

- Coalition Partners - Please make a list of the NAACP units, branches, MOU partners, and other coalition partners who have joined your registration campaign.
- Geographic Targets - Where will you conduct your voter registration campaign? Make a list of the locations in this section.
- Tactics - You must decide how you plan on registering voters, specifically, which of the three main tactics will you use; door-to-door canvass, site registration at a beauty shop, supermarket, a church, to name a few.
- Timeline - When will you do all of this? Create a weekly count down calendar of everything you’ll be doing, accounting for the goals you’ve set for the volunteer recruitment and the amount of voter applications you expect to receive.
Region I
Sean Dugar, Regional Field Director
1430 Franklin Street #202
Oakland, CA 94612
443-310-3908 (cell)
www.naacpwesternregion.org
510-208-1996 (office)
510-208-1997 (fax)

Region III
Dr. Jerome Reide, Regional Field Director
530 S. Pine Street
Lansing, MI 48933
410-591-9315 (cell)
https://sites.google.com/site/naacpregioniii/home
517-371-2199 (office)

Region IV
Reddit Hudson, Regional Field Organizer
410-336-7660

Region V
Kevin Myles, Regional Field Director
241 Peachtree Street NE, Suite 401
Atlanta, GA 30303
316-655-9282 (cell)
kmyles@naacpnet.org

Region VI
Carmen Watkins, Regional Field Director
4606 FM 1960 West Road Suite 370
Houston, TX 77069
443-540-1495 (cell)
cwatkins@naacpnet.org
281-440-1940 (office)

Region VII
Jonathan McKinney, Regional Director
4805 Mt. Hope Drive
Baltimore, Md 21215
313-850-9553 (cell)
jmckinney@naacpnet.org
410-580-5133 (office)
410-358-1607 (fax)