

# **ADVISOR'S MANUAL**

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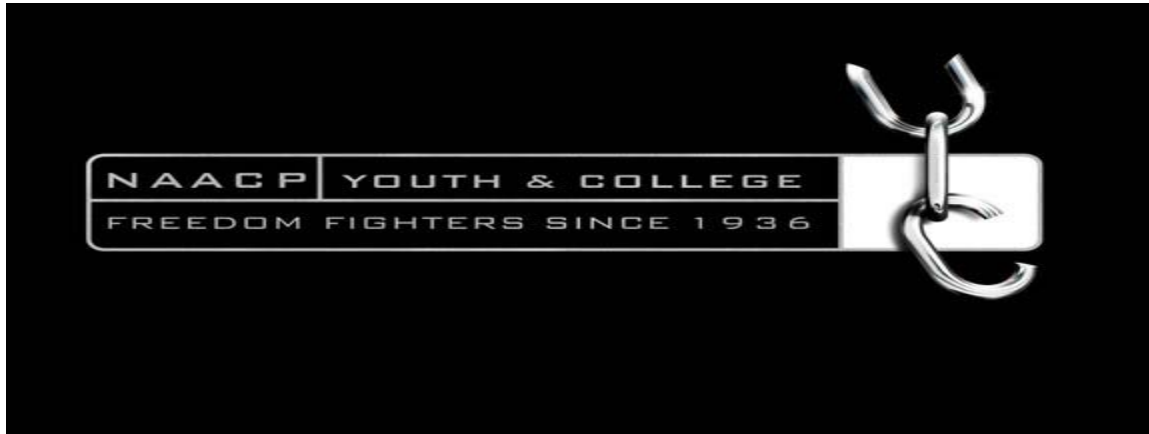
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# CHAPTER I.



## *THE ORGANIZATION*

- History of the NAACP
- History of the Youth and College Division
- Structure of the Organization

## **HISTORY OF THE NAACP**

*A group of black and white citizens committed to social justice founded the National Association for the Advancement of Colored People (NAACP) on February 12, 1909 (Abraham Lincoln's birthday) in New York City.*

*The NAACP's principal objective is to ensure the political, educational, social and economic equality of minority group citizens and to achieve equality of rights and eliminate race prejudice among the citizens of the United States. The NAACP seeks to remove all barriers of racial discrimination through democratic processes. This mission is accomplished by seeking the enactment and enforcement of federal, state and local laws securing civil rights, and by informing the public of the adverse effects of racial discrimination.*

From school desegregation, fair housing, employment and voter registration, to health and equal economic opportunity, the NAACP, working successfully with allies of all races, plays a significant role in establishing legal precedents in order to improve the quality of life of America's downtrodden.

NAACP founders include Ida Wells-Barnett, W.E.B. DuBois, Henry Moscowitz, Mary White Ovington, Oswald Garrison Villiard and William English Walling. They answered a clarion "Call" to renew the struggle for civil and political liberty in response to the unrelenting lynching of blacks that were occurring with impunity in 1909. The legacy of pioneers such as Walter White, Thurgood Marshall, Roy Wilkins and the thousands of nameless faces who worked tirelessly for civil rights cannot and must not be forgotten.

The history of the NAACP is one of blood, sweat and tears. From bold investigations of mob brutality, protests of mass murders, segregation and discrimination, to testimony before congressional committees on the vicious tactics used to bar African Americans from the ballot box, it was the talent and tenacity of NAACP members that saved lives and changed many negative aspects of American society. While much of its history is chronicled in books, articles, pamphlets and magazines, the true movement lies in the faces---black, white, yellow, red and brown---united to awaken the conscientiousness of a people, and a nation. This is the legacy of the NAACP!

## **HISTORY OF THE YOUTH AND 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.

## **STRUCTURE OF THE ORGANIZATION**

The primary focus of the NAACP continues to be the protection and enhancement of the civil rights of African Americans and other minorities. The NAACP is now a network of more than 2,200 affiliates covering all 50 states, the District of Columbia, Japan and Germany. Total membership exceeds 500,000. As a grassroots organization, the power of the NAACP lies within our membership who work within local communities and elect the National Board of Directors. Membership is open to anyone believing in the tenets of the NAACP.

The President and Chief Executive Officer of the NAACP is charged with implementing the basic policies set forth by the Board of Directors. It is also the President and CEO’s job to act as the official spokesperson for the Association. The core staff is based at the NAACP Headquarters in Baltimore, MD. Additionally, the Association’s legislative arm, the Washington Bureau, is located in the District of Columbia.

The association is funded primarily through membership fees, with other support coming from fundraising events, private gifts, foundation grants and contributions from corporations.

### **GRASSROOTS NETWORK**

State Conferences, Adult Branches, College Chapters, and Youth Councils are the front line units of the National Association for the Advancement of Colored People. The Branches, College Chapters and Youth Councils are chartered by the Board of Directors to operate in defined geographic areas. The state conferences and local units are divided into seven geographic regions. As a component of the overall organization, a youth membership carries equal status as that of adult members. On a local level, Branches, College Chapters and Youth Councils should communicate and coordinate their activities in order to achieve the aims and objectivities of the association. For the purpose of coordination, Youth Councils and College Chapters report directly to the State Conference Youth and College Division. The State Conferences report to the Regional Offices and Regional Offices report to the National Office.

### **THE NATIONAL BOARD OF DIRECTORS**

The National Board of Directors is composed of 64 members. Seven of these members are elected from the Youth and College Division. The Board meets quarterly and has the power to establish all major administrative and other policies governing the affairs of the NAACP.

### **THE NATIONAL YOUTH WORK COMMITTEE**

The National Youth Work Committee is composed of 27 members, consisting of one youth and one adult elected from each region; the 7 Youth members of the National Board of Directors; 4 adult members appointed by the Chairman of the National Board; and 2 members appointed by the Chairman of the National Youth Work Committee.

The National Youth Work Committee meets 2 times a year and at the National Convention to advise and recommend to the National Board through the President and CEO programs and policies pertaining to the programs for Youth Councils and College Chapters.



## **THE REGIONS**

The NAACP has divided the U.S. into seven geographic regions. Each region, when completely organized, will have a Youth Board Member, a National Youth Work Committee Member, and a Regional Youth Field Director. The Regional Office is an extension of the National Office. The Youth and College Regional Office is headed by a Regional Youth Field Director, whose responsibility is one of coordination and providing guidance and assistance to the State Youth and College Divisions and youth units chartered in the region. The Regional Youth Field Director reports to the National Director of the Youth and College Division located in the National Office. The seven regional offices are located in the following cities:

Region I	Los Angeles, CA
Region II	New York, NY
Region III	Highland Park, MI
Region IV	Denver, CO
Region V	Atlanta, GA
Region VI	Houston, TX
Region VII	Baltimore, MD

## **STATE YOUTH AND COLLEGE DIVISION**

At the state level Youth Councils and College Chapters come together to form a State Youth and College Division. The State Youth and College Division then becomes an integral part of the State Conference of Branches, with the same rights as all other members.

The State Youth and College Division is the entity that has responsibility for coordinating the work and activities of the youth units chartered in the state. All units chartered in the state must affiliate with the State Youth and College Division.

The State Youth and College Division is charged with the following: to revive dormant units in the state, to organize new units, to assist the National Office in the conduct of the work of the Association by increasing support for the national body by the various units, to coordinate the activities and secure the cooperation of the units within the state, to inform youth of problems affecting African American people and other minority groups, to eliminate conditions of discrimination and injustice against minority people and to seek enactment of laws in the State Legislature which will advance the programs and policies of the National Association for the Advancement of Colored People.

## CHAPTER II.



### ***SO YOU WANT TO START A YOUTH UNIT: Chartering or Reactivating a Unit***

- Outline of the Chartering Process
- Format for the Organizational Meeting
- Steps for Reactivation

## **OUTLINE OF THE CHARTERING PROCESS FOR NAACP YOUTH COUNCILS AND COLLEGE CHAPTERS**

### **I. *Form an Organizing Committee***

- A. Seven to ten people
- B. At least five youth
- C. Should include members from the Adult Branch Youth Work Committee

### **II. *Meeting of the Organizing Committee***

- A. Review requirements for obtaining a charter
  - 1. At least twenty-five youth members
  - 2. Four letters of recommendation
    - a. State Conference President
    - b. State Youth and College Division (Advisor or President)
    - c. Local Branch President
    - d. Regional Director

### **III. *Submission of Charter Application Packet***

*(make copies of all information sent to the National Office)*

- A. Mail Charter Application Packet to:
  - NAACP National Office
  - 4805 Mt. Hope Drive
  - Baltimore, MD 21215
  - Attn: Youth and College Chartering
- B. Packet should include the following:
  - 1. Letters of Recommendation (4 letters)
  - 2. All Membership Fees Collected
  - 3. Application for Charter
- C. Contact the Youth and College Division approximately ten days after mailing the charter to obtain the anticipated date of the Board's review of your charter application.

### **IV. *Granting of Executive Authorization***

- A. A letter will be sent to the organizing committee from the National Office granting you Executive Authority to engage in the work of the Association.
- B. Membership cards will be sent to the members included on the Charter Application.
- C. A guide for planning and hosting your organizational meeting will also accompany this information

### **V. *Plan the Organization Meeting***

- A. Send out notification of the meeting date, time and place to all charter members.
- B. Notify the State Conference President through written correspondence of the date, time and place of the meeting. Submit a copy of the letter to the following people:
  - 1. State Youth and College Division President
  - 2. State Youth and College Division Advisor
  - 3. Local Branch President
  - 4. Regional Director

- 5. National Office
- C. Promote the meeting throughout the community at schools, community centers and churches

**VI. *Host the Organizational Meeting***

- A. Follow the *Format for the Organization Meeting p. 15*

## **FORMAT FOR THE ORGANIZATION MEETING**

The goal of this meeting is to inform the students about the purpose, structure and history of the NAACP in order to spark their interest in becoming a member. Below is an outline of how this meeting should be held. A large segment of time should be used as an educational session on the NAACP. This should be followed by any remarks from representatives of other NAACP units, i.e. Branch, State Conference, or Regional Office. Finally a membership appeal should be made to sign up all those interested in becoming members.

### **I. *Educational Session***

- A. History of the NAACP
  - 1. Go over a brief history of the NAACP and the Civil Rights Movement
    - a. Historical information can be obtained from the National Office or your local library
- B. History of the NAACP Youth and College Division
  - 1. Go over the history of the NAACP Youth and College Division and its purpose.
    - a. See *History of the Youth and College Division p. 7*
- C. The Structure of the NAACP

It is the structure of the Association that dictates how things work, how changes are made, issues are addressed, policy is formed, and action is taken. Students need to understand this structure in order to be an effective member and run a strong Youth Council or College Chapter. Discussion should include an overview of the National Board of Directors, National Youth Work Committee Regional Conference, State Conference, and local units (Branches, College Chapters, and Youth Councils).

  - 1. See *Structure of the Organization p. 8*
  - 2. Roles and Responsibilities of NAACP Youth Council and College Chapter officers.
    - a. See *Roles of NAACP Youth and College Officers p. 27*
  - 3. Standing Committees of a NAACP Youth Unit
    - a. Discuss the standing committees of a NAACP Chapter and ways that those committees can work within your community and on your campus to advance the goals of the NAACP Youth and College Division.
    - b. See *Standing Committees p. 38*

(Article V, Section 4 – Youth Council Constitution & Article IV, Section 4 – College Chapter)

### **II. *Membership Appeal***

Now that the students have a better understanding of what being a NAACP Youth Council or College Chapter means, invite them to become apart of the effort to change their communities by taking on the challenge of leadership for the future. Explain to them that their NAACP can be the vehicle for this change and the training ground for this leadership. Pass out membership envelopes and congratulate them on becoming apart of a new era of civil rights for all people of color.

### **III. *Question and Answer Session***

Open the floor for questions. Allow questions to be asked to representatives from the Branch, State Conference, or Regional Office if they are present.

**IV. *Election of Temporary Officers***

Announce election of Temporary Officers. Explain that temporary officers will be elected and will hold office until their successors are elected during the Annual Meeting.  
(Article VI, Section 1 Constitutions for Youth Councils & College Chapters)

**V. *Nominations for Positions***

Explain that anyone planning on running for office will need to be nominated by a written petition signed by three or more members of the Youth Council or College Chapter. Note that this process is in lieu of forming a nominating committee to interview candidates for the position. Only those who have paid the prescribed membership fees may sign petitions and run as candidates for office. Pass out petitions and allow a five to ten minute break for those students wanting to run for temporary office to obtain the needed signatures. Candidates running for office must be present at the meeting.  
(Article VI, Section 4, (c) Constitution for College Chapters).

In future elections, the creation of a Nominating Committee will allow the time for the creation of a ballot; however, at the organization meeting the use of preprinted ballots is not feasible. It is recommended that a ballot list only the position and allow space for the voter's choice to be written in by hand.

The names of the candidates can be written on a chalkboard or display tablet placed in the front of the room. Voting may not be done by proxy and for elected positions the voting must be secret. A committee of people determined prior to voting should conduct the tabulation of the votes. Once the votes are tabulated the winners should be announced and the newly elected temporary officers should be presented to the group. It is recommended that members of the organizing committee proceed with the planned program during the tabulation process and announce the winner directly before extending appreciation to guests for attending.

## **STEPS FOR REACTIVATING A YOUTH COUNCIL OR COLLEGE CHAPTER**

### **WHAT IS REACTIVATION?**

Reactivation is the process in which a unit that has been chartered in the past and has been dormant for a period time is reestablished as a recognized active unit. Reactivation is a process that simply puts everyone, National, Regional and local leadership, on notice that the unit is active again. Chartering only happens ONE TIME, regardless of how long a unit has been dormant.

### **HOW TO REACTIVATE A UNIT**

Send a letter of intent to reactive to the State Conference President and copy this same letter to the following:

1. Branch President
2. Regional Director and Regional Youth Field Director
3. National Director of the Youth and College Division
4. Youth and College State President and Advisor

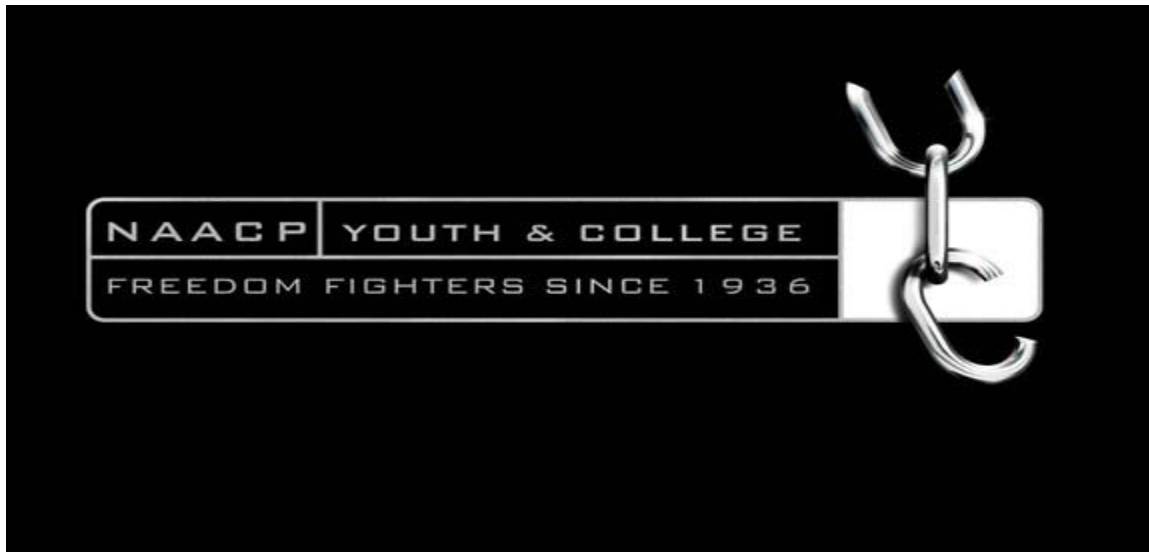
### **TIPS ON A SUCCESSFUL AND SPEEDY REACTIVATION**

1. Call the National Youth and College Division to get the unit number assigned to the youth unit when the charter was first approved. Be sure to use that number in your letter of intent to reactivate.
2. Contact your Regional Office to obtain proper contact information and addresses of your state and regional leadership.

*(For more detailed information regarding the Chartering and Reactivation Process, request a copy of the “Chartering and Reactivation Processes of Youth Councils and College Chapters Manual” from the Youth and College Division)*



# CHAPTER III.



## ***NOW THAT YOU'RE AN ADVISOR: Developing Your Youth Council or College Chapter***

- ❑ Now That You're an Advisor
- ❑ Roles of Advisors
- ❑ Nominating / Electing the Advisor
- ❑ Tips for Advisors
- ❑ Key Factors for Success
- ❑ Relationship Between the Branch, Youth Council and College Chapter
- ❑ Relationship of Parents to the Youth Council or College Chapter
- ❑ Relationship of Youth to Each Other

### **NOW THAT YOU'RE AN ADVISOR**

Now that you have taken care of all the necessary paperwork and met all the necessary people, it's time to start building your Youth Council or College Chapter. As an Advisor, you will be faced with a tremendous amount of adversity. At times, your young people may be unappreciative of your hard work or the Branch may not agree with your decisions or the decisions of the young people. People may try to pull you in many different directions, but remember that your goal is to provide guidance for the young people. You are shaping and molding the leaders of today, tomorrow and beyond. So... WELCOME TO THE PRESTEGIOUS RANK OF ADVISORS!

All Youth Council and College Chapters are required to have an Advisor in conformity with the rules of the Association. The Advisor must be a member in good standing of the Association, be at least twenty-five (25) years of age; reside within the vicinity in which the Youth Council operates and shall be in accord with the aims and objectives of the Association.

An Advisor can be very helpful in providing guidance to young people and sharing information. Advisors also help ensure continuity and stability of the youth unit. After your current leaders have graduated, an Advisor can help ensure that the organization stays on track and acquires new leaders.

The Youth Council may elect an Advisor in communities where there is no Branch. The Youth Council or College Chapter and Advisor may select Co-Advisors as they see fit. The Advisor shall serve as an ex-officio member of the Youth Council or College Chapter Executive Committee.

### **ROLES OF ADVISORS**

- ❑ Advisors should work with the Youth Council or College Chapter, but should not direct nor dictate the organization's programs and activities. However, Advisors should be frank in offering suggestions, considerations, or ideas for the group's discussion.
- ❑ 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 prepared to deal with major problems or emergencies within the organization.
- ❑ 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.

## **NOMINATING / ELECTING THE ADVISOR**

### ***Youth Council Advisor***

The position of Advisor is not absolute. In vicinities where there is a Branch, the Youth Council shall send at least one but no more than three names to the Branch Executive Committee as its nominee(s) for youth Advisor. The Branch Executive Committee must select one of those persons submitted as the Advisor.

### ***If the Branch Does Not Accept the Submitted Names***

In the event, the Branch Executive Committee does not accept the submitted names of the Advisor(s), the Branch has 30 days to prepare and forward justification for denial (consistent to Article XII, Section 2 of the Constitution for Youth Councils) to the Youth Council Executive Committee. Upon receiving a denial, the Youth Council has the option to submit another name(s) or to file a formal complaint with the Internal Affairs Committee. Should the Branch Executive Committee fail to act on the submitted name(s) within 30 days after the submission, the submitted named adult shall become the Advisor. The Branch Executive Committee will appoint the Advisor for Junior Youth Councils.

*(Change to the Youth Council Constitution on October 18, 2002, by the Board of Directors)*

### ***College Chapter Advisor***

There shall be an Advisor for a chapter or an Advisory Committee (not to exceed three (3) members), in accordance with the rules of the college and/or student government regulations relating thereto.

#### *Advisor Qualifications:*

The Advisor of the College Chapter must be an employee or currently registered graduate student of the college and meet the requirements set forth by the college and/or student government regulations relating to serving as an Advisor to a bona fide college or group. In addition, the Advisor must be a member of the NAACP.

## **TIPS FOR THE ADVISOR**

A good Advisor is a motivator, an inspirer, a manager and teacher. Your key responsibility is to bring the group together. Ensure that your president involves others in making decisions. Let he or she not forget that there is an Executive Board and committee members.

Make sure the president understands what he or she is supposed to do and how to do it. Once you are sure of this, check back with them at least once a week to see how things are going. Occasionally, someone will disappoint you by not following up on what he or she committed to do. You may wish to speak with that individual on a one on one basis.

*YOU MAY BE TEMPTED TO TAKE OVER AND DO THINGS YOURSELF. AVOID THIS TRAP UNLESS IT'S A CRISIS, OR YOU WILL SOON FIND YOURSELF OVERWHELMED WITH THINGS TO DO! IN TRYING TO HANDLE EVERYONE ELSE'S JOB, YOU WON'T BE ABLE TO DO YOUR OWN.*

## **KEY FACTORS FOR SUCCESS**

Several key factors lead to the development of a well functioning youth unit. These factors include healthy relationships among all participants, a sound understanding of the NAACP, its programs and policies, a commitment and true dedication to work as a volunteer, and an open mind to new challenges and contemporary modes of thinking. In organizing a Youth Council or College Chapter, it is essential to keep in mind that the work of young people and Advisors is for a “cause”. At times personalities affect much of the interaction between NAACP volunteers and staff. It is key that a proper perspective be maintained to accomplish any goals or objectives.

One of the principal challenges is to develop a good working relationship with the Adult Branch. The youth units and Adult Branch have a coordinated status and should work together to achieve the organization’s overall goals. The young people can greatly benefit from the wisdom of the adults. It is important for the two to work side by side as a team and not as competitors. Approach these matters carefully and with some guidance from an NAACP staff person or State Youth Advisor.

## **RELATIONSHIP BETWEEN THE BRANCH, YOUTH COUNCIL AND COLLEGE CHAPTER**

The Branch President is a pivotal facilitator in the development of a good Branch relationship. In working with Youth Council or College Chapters, Branches should encourage independence from and cooperation with Adult Branches. Be sure there is mutual respect between the Youth Council and College Chapter and Adult Branch. Adult Branches cannot play the “heavy handed” role of parent. Youth Council and College Chapters must have air to breathe and space to grow with freedom to explore their own ideas and ways to implement their NAACP programs. The Adult Branch can provide help and advice, when asked. They can also provide history and training to ensure that all Youth Council or College Chapter members understand the structure, purpose and goals for the organization. Adult Branches must have faith in the young people to build the strong, new leadership of the NAACP.

Review the Constitution and By-laws for Branches and the Constitution for Youth Councils for direction. Understand the roles of the Youth Work Committee, Youth Unit officers, and the relationship of Advisors to the Adult Branch. Discuss the following questions with members of the Adult Branch:

- How do Branch members really feel about the idea of a Youth Council or College Chapter?
- Do they understand the relationship between the Branch and Youth Council?
- Do they know that Youth Councils and College Chapters are partners with the Branch, not subordinates?
- Are they ready and able to work with the young people?
- Would they welcome the young people as partners in upholding the challenge of NAACP work?

- Would they welcome them as assets in bringing fresh, new ideas and vigor to NAACP programs?

### **BRANCH YOUTH WORK COMMITTEE**

The Youth Work Committee is a major standing committee of the Branch. It is comprised of Youth Council Advisors, Youth Council Presidents, and five persons appointed by the Branch President. A Youth Council Advisor serves as the Committee Chair. The Constitutional duties of the Committee are to develop and coordinate the programs of the Adult Branch and the Youth Council. Most importantly, the committee must ensure that the names, addresses and membership dues of youth solicited by the Branch are turned over to the appropriate National Office recognized youth unit, if any, in the community. If there is no local youth unit, upon receipt of 25 youth memberships apply to the National Office for a Youth Charter and organize the appropriate youth group.

## **RELATIONSHIP OF PARENTS TO THE YOUTH COUNCIL OR COLLEGE CHAPTER**

It is key to involve as many parents in the organization as possible. This resource is invaluable. Young people are active and will keep you on the go. With the support of the family, major milestones and progress will be achieved. The role of parents in working to address the needs of young people via a NAACP Youth Council or College Chapter is imperative to the development of an exceptional unit.

Be sure to invite the parents to any events or mobilizations sponsored by the Youth Council. If the parents are not already members of the Association, encourage them to join the NAACP and become an active member of the Branch. In addition, keep in regular contact with the parents so that they understand what their child will be involved in with the Youth Council. A good time to host meetings with the parents is at the start of a new school year and when the Youth Council is planning to travel to a conference or the national convention.

## **RELATIONSHIP OF YOUTH TO EACH OTHER**

Maintain respect and dignity among your youth members. Illustrate good examples of responsibility, honesty, cooperation and sensitivity. It is also imperative to control the temperament and discipline of the group. Remember that the youth program is designed to build character and develop high self-esteem amongst young people. Explore all possibilities and keep in mind that these young minds are to be nurtured. From the beginning the tone must be one of mutual respect and a healthy desire to work together for the good of the NAACP.

# CHAPTER IV.



## *OFFICERS*

- President
- Vice President
- Secretary
- Treasurer
- Standing Committees

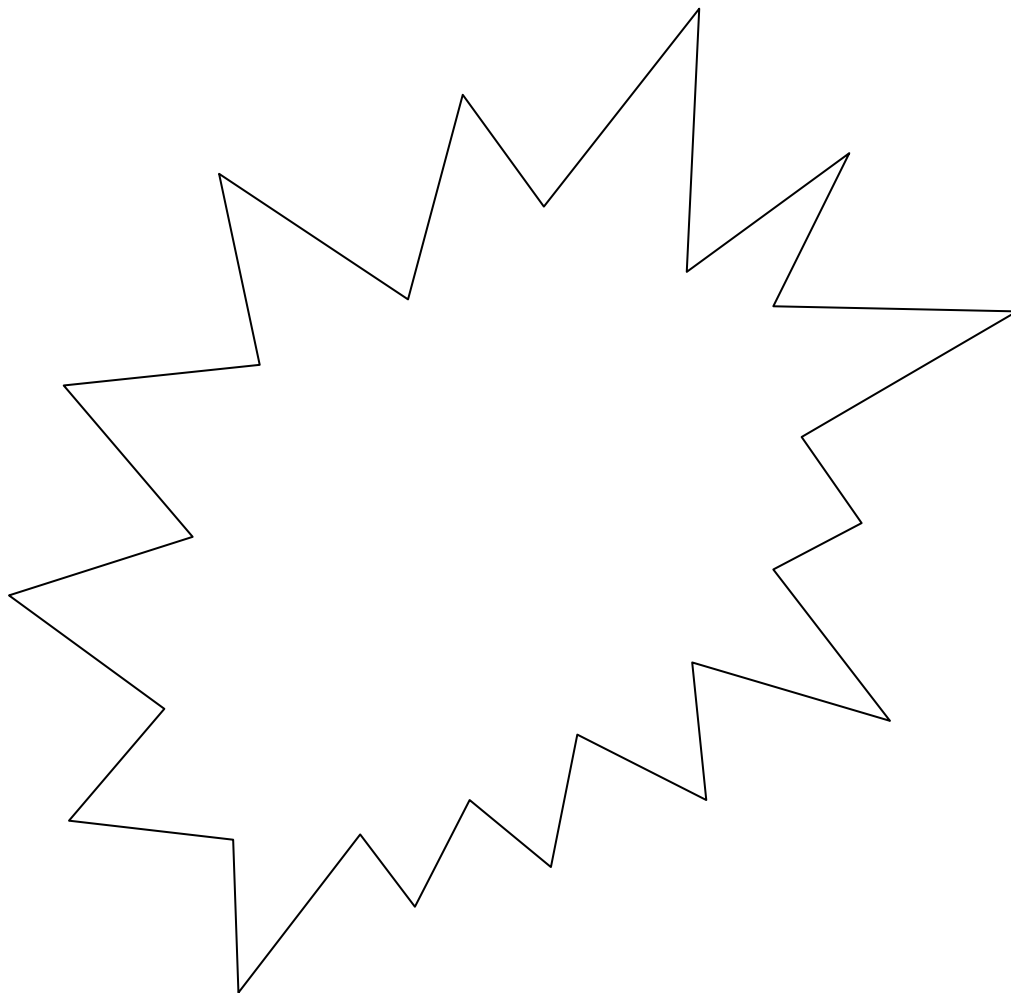


## **OFFICERS**

The elected officers of a Youth Council or College Chapter shall be a President, Vice President, Secretary and Treasurer. At the option of the Youth Council and College Chapter, additional Vice-Presidents and assistant Secretaries may be elected, pursuant to your local By-Laws. Where such By-Laws are adopted they are to be considered an integral part of the Youth Council and College Chapter Constitution and may be adopted or amended in accordance with the terms and conditions of Article XVI in the Youth Council and College Chapter Constitution.

# PRESIDENT

The President is the officer who has the “big picture”. This individual is responsible for making sure that everyone does his or her job. The President should remind individuals how their specific task fits into the overall goals that the Youth Council or College Chapter sets. Help the organization stay on target by setting time aside in meetings to review what the group said it wanted to accomplish and what progress has been made. It is also important to remember that as the President, you are the Chief Executive Officer of your unit. Therefore, it is your responsibility to ensure that all administrative activities (ie: turning in paperwork to the National office) are completed.



## DUTIES

The duties of the President shall be:

- (a) To preside at meetings of the Youth Council or College Chapter and act as Chairman of the Executive Committee.
- (b) To appoint Chairpersons and members of all committees not directly elected by the Youth Council, College Chapter or Executive Committee.
- (c) Between meetings of the Executive Committees of the Youth Council or College Chapter and subject to the approval thereof, to exercise general executive authority on behalf of the Youth Council or College Chapter.
- (d) To countersign all checks by the Treasurer for disbursement from the Youth Council or College Chapter treasury.
- (e) To perform such other functions and exercise further duties as may be voted on from time to time by the Youth Council, College Chapter or the Executive Committee.
- (f) To represent the Youth Council and College Chapter on the Executive Committee of the Branch.
- (g) The President shall be the ex-officio member of all Youth Council or College Chapter committees.

*Article III, Section 2 – Youth Council and College Chapter Constitution*

## **HINTS FOR BECOMING AN EFFECTIVE YOUTH COUNCIL OR COLLEGE CHAPTER PRESIDENT**

### *KEEP A JOURNAL*

It will help make your tenure a learning experience and allow you to reflect on what you learned throughout your term. It may also be helpful when you meet with future Presidents.

### *MEET WITH THE PAST PRESIDENT(s)*

Continuity is often hard to accomplish when officers graduate or move on every year. However, the President can get a good feel of what direction to lead the chapter if they are able to talk to the President who ran the chapter before them.

### *SET YOUR GOALS*

Write your goals down. Carry them with you. Create actions plans for reaching those goals.

### *DELEGATE*

The more you involve others, the more support you will gain and the more you will accomplish.

### *TIPS FOR WORKING WITH YOUR ADVISOR*

Your Advisor can become your most helpful and strongest supporter.

- ❑ Get to know each other
- ❑ Define your job descriptions
- ❑ Discuss the expectation you have of each other
- ❑ Share hopes/goals for the year
- ❑ Decide on regular times/days where the two of you can plan, laugh, complain and give feedback

# VICE PRESIDENT

The Vice President holds one of the most versatile and rewarding offices. While the major responsibility of the Vice President is to perform all of the duties of the President in his or her absence or disability, there is often a lot of room to add personal creativity to the role. The Vice President must be just as capable as the President to handle all of the affairs of the Youth Council or College Chapter. In addition, the Vice President can be of great assistance to the President by taking over some responsibilities that may be too time consuming for the President.

In case of more than one Vice President, the Vice Presidents shall be designated as first, second, third, etc., and shall perform their duties according to their numerical rank.

*Article III, Section 3 – Youth Council and College Chapter Constitution*

*“The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant and a debtor. That sums up the progress of an artful leader.” –  
Max DePree*

## **TIPS**

- ❑ Meet with the President to determine how your roles will compliment each other; set goals and agreements.
- ❑ Become acquainted with the President's responsibilities so that you may serve when or where he or she is not able.
- ❑ Meet with the President and Advisor monthly to update and share progress.
- ❑ Meet with committee chairpersons to discuss goals for the year. Meet once a month to coordinate a calendar of activities.
- ❑ Process, observe and give feedback when appropriate.

# SECRETARY

## DUTIES

- ❑ Summaries of Committee reports should appear in the minutes and the entire original reports are kept on file. Complete notes should be taken at the meeting and the rewriting should be done as soon as possible thereafter.
- ❑ The Secretary must keep an accurate record of all members and their dues, give receipts for all membership fees received and transmit such fees to the Treasurer.
- ❑ It is the duty of the Secretary to promptly send a list of all memberships received from the Treasurer and forward to the National Office that portion of the fees belonging to the National Office. The Secretary should do this within fifteen (15) days after receipt. To simplify the procedure, membership list should be done in triplicate, one copy to the Council/Chapter file, the Regional Youth Field Director's office and one to the National Office.

## HOW TO RECORD MINUTES

The minutes should include a record of the actions taken at the meeting, but NOT a detailed record of discussions and propositions. The secretary should also consider circulating a roll during all meetings to record who was in attendance.

All motions, whether carried or not, and the vote on the motions should be recorded. The names of the makers of the motions and the persons who seconded them should also be included.

## **HOW TO RECORD A MOTION**

A motion should be recorded as such:

*“Upon motion made by (Name of maker of motion), and duly seconded by (Name of person who seconds motion), it was voted that (Wording of Motion).”*

Record the vote; the tally of a yes or no vote should be placed in the minutes.

## **ADDITIONAL RESPONSIBILITIES (NOTICES)**

*Annual Meeting* – Notice in writing must be sent to each member in good standing at least seven (7) days prior to the meeting with the date, time, place and purpose of the meeting.

*Regular Meeting (Monthly)* – Notice shall be sent to each member in good standing in writing, or published in at least one local newspaper of adequate circulation. Regular Meetings are to be held on a fixed day(s) or date(s) of each month.

*Executive Committee Meeting* – Shall meet at least once a month at such time and place as it establishes.

*Special Meeting of the Executive Committee* – May be called by the President, Secretary, or by any two members of the Committee on two days written notice.

*Special Meetings* – May be called at any time and place on three days written notice under the direction of the President, or three members of the executive committee or by any ten members in good standing.

\* *Other duties of the Secretary are outlined in the Constitution for Youth Councils and the Constitution for College Chapters.*



# TREASURER

The Treasurer is the custodian of all Council/Chapter funds. It is the duty of the Treasurer to open a checking account in the name of the Council/Chapter with the name of the youth unit printed on the check and provide for at least two signatures, the President and Treasurer. It is **strongly** recommended that the Advisor also serve as a signature on the account; as many banks require that someone 18 years of age or older have signing power on the account. No money is to be withdrawn from any such account except on a check, signed by the Treasurer and countersigned by the President. A voucher signed by the Secretary and the President should accompany each check.



## DUTIES

- ❑ The Treasurer receives all monies and promptly deposits them in the name of the Council/Chapter in a separate account in a responsible bank. It is suggested that a duplicate receipt book be used to issue receipts whenever monies are received.
- ❑ It is also important that the Treasurer work with the Advisor and the President to set up a realistic budget for the youth unit at the beginning of each year.
- ❑ To submit reports to the Council/Chapter and the Executive Committee at all regular meetings, or whenever required by either body. The reports should cover the financial condition of the Council/Chapter, showing receipts, disbursements, and outstanding accounts unpaid since the last report. The Treasurer must submit an Annual Report of his or her office at the Annual Meeting of the Council/Chapter, to which shall be appended a statement signed by the President and Secretary that all funds received by the Council/Chapter have been listed in the Treasurer's report.
- ❑ A copy of all reports by the Treasurer, when adopted by the Youth Council or College Chapter, shall be forwarded to the National Office.
- ❑ To make authorized disbursements upon requisitions signed by the Secretary and countersigned by the President. Each requisition shall recite the amount and purpose of the payment requested.
- ❑ Any requisition in the amount of twenty-five dollars (\$25.00) or more must be approved by the Executive Committee before payment. The unit may also require that the Executive Committee approve requisitions in smaller amounts.

## **BUDGET**

The budget should include expected revenue from fundraising efforts planned throughout the year as well as expenses such as:

- ❑ Fees and Assessments
- ❑ Convention and Conferences travel
- ❑ Community Service Efforts
- ❑ Programs

# STANDING COMMITTEES

## YOUTH COUNCIL STANDING COMMITTEES

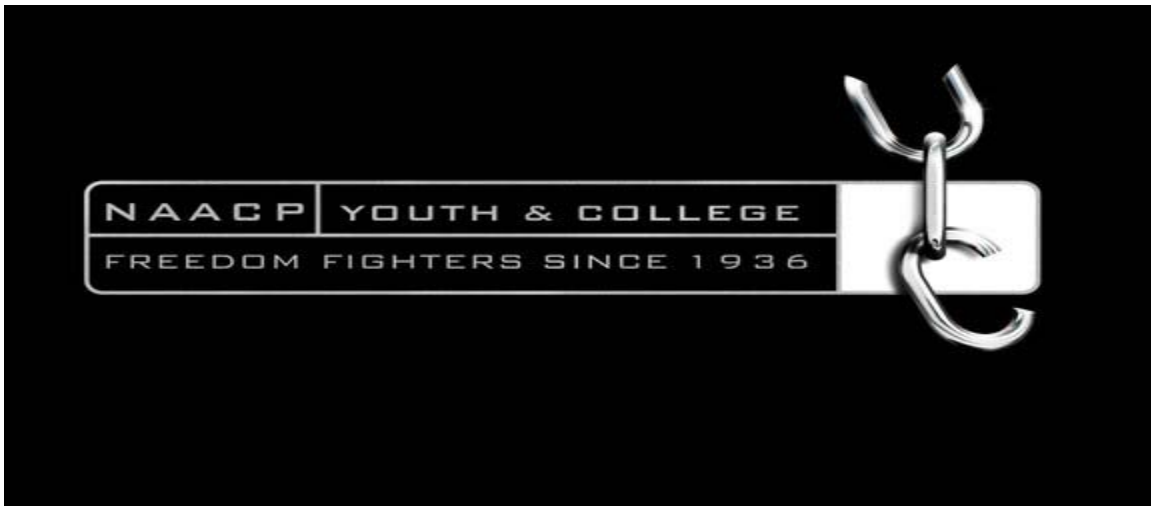
MEMBERSHIP  
FINANCE  
PRESS AND PUBLICITY  
POLITICAL ACTION  
YOUTH EMPLOYMENT AND ECONOMIC EMPOWERMENT  
EDUCATION  
PROGRAM AND RESEARCH  
JUVENILE JUSTICE  
ENTERTAINMENT  
COMMUNITY COORDINATION  
HEALTH

## COLLEGE CHAPTER STANDING COMMITTEES

MEMBERSHIP  
FINANCE  
PRESS AND PUBLICITY  
POLITICAL ACTION  
EMPLOYMENT AND ECONOMIC EMPOWERMENT  
EDUCATION  
PROGRAM AND RESEARCH  
JUVENILE JUSTICE  
COMMUNITY COORDINATION  
HEALTH  
ARMED SERVICES

*Approved by the annual convention held July 7-11, 2002 in Houston, Texas, and ratified on October 18, 2002 by the Board of Directors.*

# CHAPTER V



## *MEMBERSHIP – The Lifeblood of the Association*

- Membership Committee Function
- Membership Strategies

## **MEMBERSHIPS**

The NAACP is a mass membership organization. For two important reasons, membership is the base for all other activity in the NAACP. First and foremost, membership fees are our principal source of financial support. Two-thirds of our annual budget to carry on our program is raised through membership campaigns. Second, the NAACP is a pressure organization, depending upon its ability to influence public opinion to achieve its aims. The extent of that influence in turn depends upon the number of persons who have manifested their interest by virtue of having paid their own membership in the Association.

### **MEMBERSHIP COMMITTEE FUNCTION**

The Membership Committee has the responsibility of working to increase the membership of the Youth Council or College Chapter by planning and organizing successful spring and fall membership campaigns, and planning innovative projects to secure and raise memberships. Every member of the Youth Council is in a sense a member of this committee in that each member should be responsible for bringing in new NAACP members every day.

It's important that you try at all times to build and maintain an enthusiastic membership. This can be done through education (What's the NAACP all about?), leadership training sessions, (to include NAACP history, purpose and a sense of why NAACP is needed, as well as the essentials of leadership), and involvement in NAACP programs, such as the Political Action Forums, Get-Out-The-Vote, etc.

The Membership Chair should write the Membership Department at the National Office (or the Regional Office) EARLY for membership materials and literature for use in the drive. Do not wait until you are ready to move!

Don't forget a large segment of your community: YWCA, YMCA, Boy Scouts/Girl Scouts, Boys & Girls Clubs, and church youth groups.

### **MEMBERSHIP STRATEGIES**

Goals should be realistic. It should be one that is practical and reachable. Never set goals that the youth may not be able to attain. For every ten youth memberships desired, there should be at least ten youth campaign workers.

The idea is to recruit a number of people in the campaign, to do a minimum amount of work. It is possible for one person to easily solicit ten members and, encouraged, that person may continue and bring in another ten. Remember, one key to a successful membership campaign is manpower. Another key is enthusiasm. It is easier to sell if you are sold on your product.

In a door-to-door membership campaign:

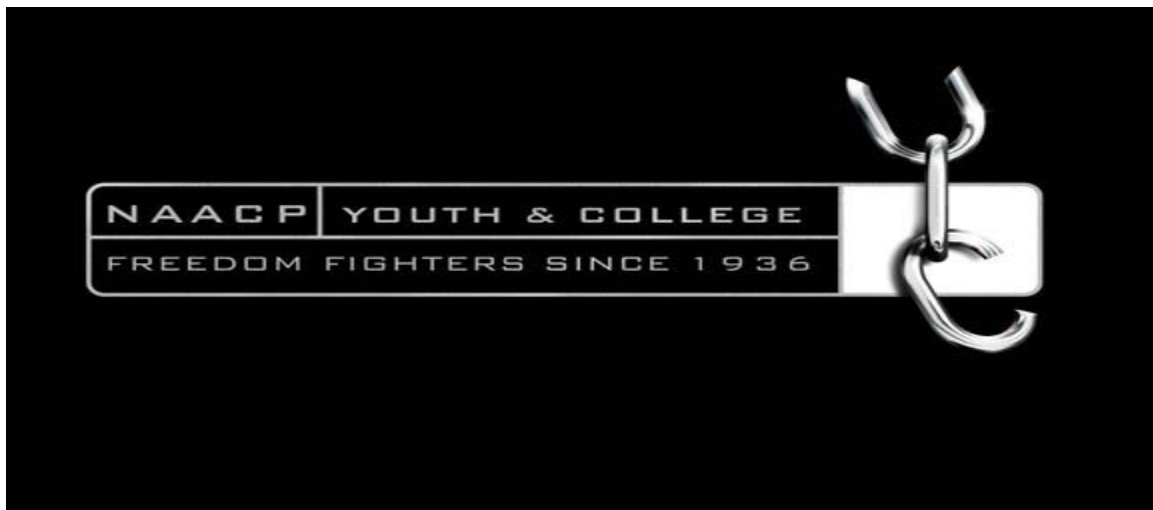
- Define the geographical area you want to cover
- Organize a block-by-block drive
- Name a captain to head each block and solicit those youth memberships in his/her block

Hold weekly report meetings on the campaign to encourage, stimulate and reward workers.

Give widespread publicity to your campaign. Release news articles on workers, captains, and area that are to be canvassed

Have local entertainers, athletes, and notable students to give radio spot announcements encouraging youth to join the NAACP.

# CHAPTER VI



## *HOW TO MAINTAIN A SUCCESSFUL YOUTH UNIT – Compliance*

- Forms
- Elections

## **COMPLIANCE**

### **FORMS**

There are a few requirements that must be met to ensure a chapter's compliance. In order to be recognized as being compliant by the National office, a unit must have at least twenty-five (25) members and turn in their Year-End Financial Report. However, to be recognized as being compliant by the Youth and College Division, a unit must turn in the following forms:

1. Officers Update Form
2. Quarterly Reports
3. Unit General Information Form
4. Year-End Financial Report

In addition, a unit must have had some form of contact with the Youth and College Division at least every two months. All forms can be obtained from the Youth and College Division.

### **ELECTIONS**

The fiscal and business year for the Association runs January 1<sup>st</sup> to December 31<sup>st</sup>. All elections must be held between March 15<sup>th</sup> and May 1<sup>st</sup> of each year. If a unit faces a situation where they cannot hold their elections between these dates, a written request for a date change must be submitted to the Youth and College Division and include the date the unit wishes to hold their elections.

## **CHAPTER VII.**





## ***GETTING YOUR NAME OUT THERE - Publicity***

- ❑ Public Relations Media
- ❑ Press
- ❑ What is a News Release
- ❑ Writing a News Release
- ❑ Timing a News Release

## PUBLICITY

No campaign or program can succeed unless the effort of the organization is backed up with an adequate publicity program. It is the means by which numbers of people can be informed about the organization – its activities and services, its accomplishments and its values to society.

For a special MEMBERSHIP CAMPAIGN, the scope and extent of the publicity program will depend upon a number of factors, of which the following are representative:

1. The size of the campaign, ie: the number and types of individuals to be solicited
2. The extent to which the organization and its activities are known and accepted.
3. The media for publicity that is available
4. The features to be stressed in the campaign
5. The type of community – whether residential, industrial, or commercial, income level, demographics, etc.

The publicity program, in a broad sense, will have the following objectives:

1. To inform the prospects and the public at large of the needs of the organization and to interpret the aims and purposes of the campaign.
2. To educate and train the volunteer solicitors to do the best job possible.
3. To strengthen the morale of the campaign volunteers through the knowledge that they are “selling” something that has already been made familiar to the prospect.
4. To increase the membership of the organization and the scope of its influence.
5. To build in the membership a feeling of pride and loyalty to the organization.
6. To build good public relations by interpreting the organization to the community at large.

## **PUBLIC RELATIONS MEDIA**

The following outline aims to cover comprehensive media that have been found suitable and practical in successful campaigns. Each Youth Councils or College Chapter may select those that fit within the scope of its requirements and the limits of its budget.

1. The Press – articles and interviews for use in the local newspapers.
  - a. News – objectives of the campaign; personnel, with pictures; progress reports.
  - b. Feature stories – organization activities particularly those with human-interest appeal, such as services to the aged, the sick, young people, etc.
  - c. Editorials – prepared by the committee and submitted to the editors.
2. Radio
  - a. Five to fifteen minute broadcasts. Time is usually available on one or more of the local stations as a public service.
  - b. Spot announcements by newscasters and studio staff.
3. Speakers
  - a. Individuals to bring the message of the campaign before members of other organizations whose interest and support are desired.
  - b. Examples of such groups are religious bodies, men's clubs, adult and youth clubs, veterans' organizations, fraternal bodies and cultural groups
4. Posters
  - a. Display in windows and public places.
  - b. Of value only if appeal is made on a community-wide basis or to a large geographical segment of the community.

*Special Note: Request for promotional material should be made to the National Office*

## **PRESS**

There are a variety of ways available in which an organization can secure public attention. Some are paid for and others are free. Those for which an organization pays include direct mail, advertisements in publications, and certain types of broadcast on radio or television. Free attention may be had from the media when events are considered to have news value, they sometimes may qualify for “public service” time on the broadcast media.

Whether an organization is paying for its publicity or getting it free, great care must be given to its preparation. First, a determination must be made as to whether an event will be of interest to a limited segment of the community or to the community as a whole. For the project of limited interest, perhaps direct mail, followed by a telephone campaign, might be the best approach. For a project of broad community interest, it might be advisable to pull all stops and use every possible source of publicity.

Having determined the scope, organize a campaign so that each input of time and labor and money will secure the greatest possible results. Well thought out and well prepared material is essential. So is timing. Allow enough time for your message to reach your intended audience, and be certain the manner in which that approach is made gives the best possible impression. Be brief and be sure your material is neat.

### **WHAT IS A NEWS RELEASE?**

The news release tells WHAT is happening, WHY it is happening, WHEN it is happening, and WHERE it is happening. A fifth factor might be WHO, but this is often tied in with the WHAT. HOW is also sometimes used. Just as the name implies, a news release tells of a newsworthy event.

Nothing offends an editor more than news releases that are not newsworthy or are thinly disguised request or advertisements. The NAACP is a well-respected name that has earned its reputation as a result of years of sound management and administration. A news release should present real news and should not, in any way, defame the activities of the NAACP.

The new release should be prepared in a form that the editor can easily use. It should be researched, arranged, written, and timed to the best of our ability. All names, titles and figures must be correct. The basic rule for good writing is to keep sentences short. Your thinking should also be clear. A fuzzy news release reflects a confused thought structure. There are certain details that should also be followed in preparing the news release. These are:

1. Double-space your copy
2. Give time and place of event, and principals involved
3. When referring to a person, use the full name in the beginning, then only the last name afterwards.
4. Persons mentioned in your story should be identified by titles, positions, or some other affiliations
5. Be accurate in spelling names and citing dates
6. News releases should only be one-sided

### **WRITING A NEWS RELEASE**

The first sentence (and/or paragraph) of a news story is called the lead. It sets the tone of the story and should be attention-catching. Afterward, set out the details of the story in a logical fashion. A mistake many people make in writing is trying to cram too much into the story. Here are a few rules to follow:

1. Do not clutter your news release with too many details that might detract from the story you wish to tell
2. Use sparingly flowery, literary allusions or similar techniques. They don't always work well professionally
3. Keep paragraphs and sentences short. Long sentences and paragraphs can slow down a busy reader and lose his or her attention
4. Try to break up quotes. Sometimes, of course, use of extended quotes is unavoidable. When you have to use extensive quotes, make sure they fit well into the story and context of your news release.

### **TIMING THE NEWS RELEASE**

Whenever possible, the news release should be placed early enough to allow the editor to evaluate it and decide when he or she can use it or assign a reporter to cover the event. Sometimes an editor may wish to have more details than are included. Allow time for such requests and try to help the editor as best as possible. A news release that arrives late can have little or no news value.

If you can control the release of the news, Monday through Fridays, when full reportorial staffs are on duty, are the most desirable days for daily newspapers, radio and television. The features sections of day editions usually are prepared well in advance. Sunday newspapers, however, are often more receptive to including human-interest articles, about social feature stories, programs and problems resulting from racial discrimination. But, these stories must be well written, researched and appealing.

Weekly newspapers, namely the Black press, usually come out on Thursday. So stories should be given to them by Monday. Most large cities have several weekly newspapers. Try to match stories to the newspaper's interest. Also, remember that local radio will very often use your material if you can get it to them on time and well written.

## CHAPTER VIII.



### ***SHOW ME THE MONEY – Financing a movement***

- ❑ NAACP Financial Record Keeping
- ❑ Tax Status of NAACP Units
- ❑ General Solicitation of Donations
- ❑ Corporate and Foundation Contributions
- ❑ Remittances
- ❑ Grant Proposals and Request for Approval

## NAACP FINANCIAL RECORD KEEPING

1. Two signatures are required on each check, the Treasurer and President. The First Vice President may countersign in the absence of the President. It is strongly recommended that the unit Advisor sign checks along with the Treasurer and President.
2. Checks must not be pre-signed, i.e., authorized signer should not sign blank checks.
3. The bank should be notified each time there is a change in authorized signatories and previous signatories must be deleted immediately. The only authorized signatures are the President, Treasurer and First Vice President.
4. All transactions must be properly documented and recorded in the unit's book of record.
5. Documentation, including vendor invoices, must be retained for a period of three to five years. The absence of records puts the unit at risk, since it will not be able to justify and support disbursements if it were subject to an IRS audit.
6. Monetary receipts (including checks) must be deposited into the account of the NAACP unit on a timely basis. The National Office recommends that NAACP Unit funds be deposited no later than the end of the following business day.
7. Under no circumstances are NAACP unit funds to be commingled with the personal funds of NAACP Unit officers, members or other individuals or entities.
8. Adequate documentation should be maintained to support each item deposited into the NAACP unit's accounts. This documentation should provide the details pertaining to the source, amount and purpose of the funds. Any restrictions by the donor should also be identified.
9. NAACP unit records, including the recorded cash balance, are to be reconciled to the bank statements on a monthly basis.
10. It is recommended that NAACP units limit the number of bank accounts they maintain as follows:
  - Operating (checking)
  - Savings (interest bearing)
  - ACT-SO, BTS-SIS (restricted funds)
  - Accounts required by large donors
11. Someone who is not an authorized check signer should perform the reconciliation of NAACP unit bank accounts. The balance reported by the bank should be compared to the balance maintained by the unit and any differences should be investigated and explained.

## **FIXED ASSETS**

Adequate records must be maintained detailing all fixed assets owned by the NAACP unit. Records must include the original cost of each asset and any accumulated depreciation.

Vendor invoices must be retained for all purchased assets. The NAACP Unit should maintain an inventory list of its assets and include original cost, date of purchase, serial number, model description and location. It is the responsibility of the Treasurer to determine if the NAACP Unit is required to submit a Personal Property Tax return to the State. In the case of donated assets, the Unit should obtain from the donor the fair market value of the asset at the time of donation. Since NAACP Units are 501©(4) organizations, donated assets for ACT-SO or Back-to-School Stay-in-School must be processed through the National Office if the donor intends to report the donation as a charitable contribution.

## **REVENUES**

All funds received by a NAACP Unit are to be identified as either “Restricted” or “Unrestricted” as to their use.

*Restricted funds generally include:*

- Grants from individuals, corporations, foundations, government agencies
- Funds for scholarship
- Program funds (i.e. ACT-SO, Back-to-school / Stay-in-school)
- Bequests that are letter specific

*Unrestricted funds generally include:*

- Membership dues
- Direct Contributions to the NAACP Units

Proceeds from fund raising activities may be either restricted or unrestricted depending upon the stated purpose of the fund raising activity.

## **MEMBERSHIP DUES**

The NAACP unit shall remit to the National Office, the National Office’s share of all membership fees within fifteen (15) days of their receipt. (NAACP Unit By-Laws, Article VII, Section 2)

**No NAACP Unit shall retain for the purposes of defraying operating expenses the National Office’s share of membership dues and/or fund raising proceeds without prior approval of the National Office President/CEO.**

## **EXPENDITURES/DOCUMENTATION**

Proper supporting documentation must be maintained for each transaction. Proper documentation includes:

*Revenues*

- Member or donor correspondence
- Check remittance advice
- Check photocopy
- Conference registration / ticket sales logs



### *Expenses*

- Approved purchase requisitions signed by President and Secretary
- Approval should be received in advance of placing order for goods or services
- Vendor invoices
- Payment approval
- Canceled check

### **YEAR END FINANCIAL REPORTS**

Purpose: Annual report of NAACP unit financial activities

- Provides information needed by the National Office for the completion of the Federal group tax return filed on behalf of all NAACP units.
- Failure to submit a year-end financial report will result in the NAACP unit being omitted from the Group Tax Return.

### **PROPRIETY OF FINANCIAL RECORDS**

All NAACP unit records are the property of the NAACP and must be properly filed and safeguarded. The unit should also require that records be transferred upon change in leadership.

### **TAX STATUS OF NAACP UNITS**

All NAACP Units have been designated 501(c)(4) organizations. Only the National Office is a 501(c)(3) organization. A 501(c)(4) organization is a nonprofit corporation operated exclusively for the promotion of social welfare. Exemption under this section does not confer deductibility of contributions by donors to the corporation, but may enable it to avoid the restrictions of private foundation status, and the restrictions on lobbying and other political activity.

### **DEFINITION OF SOCIAL WELFARE**

NAACP units are strategically designed to operate exclusively as 501(c)(4) for the promotion of social welfare primarily to further the common good and general welfare of the people of their communities, such as bringing about civic betterment and social improvement. In addition, a 501(c)(4) must benefit a community as a whole. Thus, a corporation will not qualify under 501(c)(4) if its activities benefit only its membership or a select group of individuals. A 501(c)(4) corporation may not, as its primary activity, conduct business with the general public in a commercial manner. Any earnings of such an organization must be devoted exclusively to charitable, educational or recreational and for our purpose, civil rights.

A 501(c)(4) organization may engage in some social activities, some lobbying, and some political activity. NAACP units were specifically organized as 501(c)(4) organizations so that they can (1) seek to increase registration and voting; (2) work for the enactment of municipal, state and federal legislation designed to improve the educational, political and economic status of minority groups; (3) seek the repeal of racially discriminatory legislation; (4) work to improve the administration of justice; (5) work to secure equal enforcement of the law; (6) keep the National Office informed of all proposed legislation which affects minority groups. NAACP Units shall be non-partisan and shall not endorse candidates for public office. Contributions to 501(c)(4) organizations are not deductible for Federal income tax purposes as charitable contributions

## **GENERAL SOLICITATION OF DONATIONS**

When soliciting donations, NAACP units are required to disclose through an express statement (in a conspicuous and easily recognizable format) that contributions and gifts to the NAACP unit are generally not deductible as charitable contributions for federal income tax purposes.

Solicitations by mail, leaflet, or advertisement in a newspaper, magazine or other print medium must meet the following IRS requirements:

- Include the statement “Contributions or gifts to this NAACP unit are generally **not** deductible as charitable contributions for Federal income tax purposes”
- The above statement must be in the same size type as the primary message stated in the body of the letter, leaflet or ad
- The statement is included on the message side of any card or tear off section that the contributor returns with the contribution
- The statement is either the first sentence in a paragraph or itself constitutes a paragraph.

Solicitations by telephone must meet the following IRS requirements:

- Include the statement “Contributions or gifts to this NAACP unit are generally **not** deductible as charitable contributions for Federal income tax purposes.”
- The statement must be made in close proximity to the request for contributions, during the same telephone call, by the telephone solicitor
- Any written confirmation or billing sent to a person pledging to contribute during the telephone solicitation complies with the requirements for print medium solicitations.

Solicitation by television must meet the following IRS requirements:

- Include the statement “Contributions or gifts to this NAACP unit are generally **not** tax deductible”
- If the statement is spoken, it should be in close proximity to the request for contributions
- If the statement appears on the television screen, it must be in large, easily readable type and must appear on the screen for at least five seconds.

Solicitation by Radio must meet the following IRS requirements:

- Include the statement “Contributions or gifts to this NAACP unit are generally **not** deductible as charitable contributions for Federal income tax purposes”
- The statement is made in close proximity to the request for contributions during the same radio solicitation announcement.

## **CORPORATE AND FOUNDATION CONTRIBUTIONS**

Corporate and foundation contributions should be directed to the National Office if the donor wants an acknowledgment for income tax purposes. Otherwise, contributions or gifts made directly to a NAACP unit generally do not qualify as charitable contributions.

The National Office will facilitate the receipt of contributions made by corporations and/or foundations for specific qualifying programs such as ACT-SO, BTS / SIS and Board approved Scholarships. Contributors must specify in the award letter that the use of the funds is restricted to the designated (approved) program as administered by the NAACP unit in a specific geographical area. The National Office will not provide letters of acknowledgement for a contribution or gift given directly to a NAACP Unit. Such contributions may not be treated as charitable contributions.

**Whenever in doubt, please call the National Office for further directions.**

## **FREEDOM FUND DINNER AND ALL FUNDRAISING EVENTS**

NAACP Units must inform donors that contributions to the NAACP units are **not** deductible as charitable contributions. Only the portion that is remitted to the National Office qualifies as a charitable deduction by the donor. Calculation of portion, which qualifies as a charitable deduction (i.e. 25%) of net proceeds:

- Cost of ticket to fund raising event
- Less "per person cost" of event (includes cost of meal, entertainment, facility rental, etc.)
- x Multiplied by 25%
- = Total

## **REMITTANCES**

- ❑ Membership dues
- ❑ Net fundraising proceeds
- ❑ Freedom Fund assessments
- ❑ Convention assessments (Based on membership levels)

In an effort to minimize the mis-posting of NAACP unit remittances, we request that the NAACP unit clearly indicate the purpose of each remittance on the face of the check, preferably in the “memo” section. The memo section should include the fiscal year the payment relates to, the appropriate payment code (see below), and the NAACP Unit number. Payment codes should be reflected as follows:

MD = Membership Dues (include life, regular, youth, corporate and all others)  
BA = NAACP unit Assessments (include specific year’s board approved assessment)  
YA = Youth Assessments (include specific year’s board approved assessment)  
FF = Freedom Fund Assessments (include all fundraising assessments)  
OL = Organizational Literature (includes all payments for literature)  
BQ = National’s Portion of Bequests  
CA = Convention Assessments (if sent with other payment types attach a letter)  
GD = General Donation (any contribution into the National Treasury)  
AU = All Unclassified remittances (if your remittance does not indicate any of the above categories, the National Office will put it into this category)

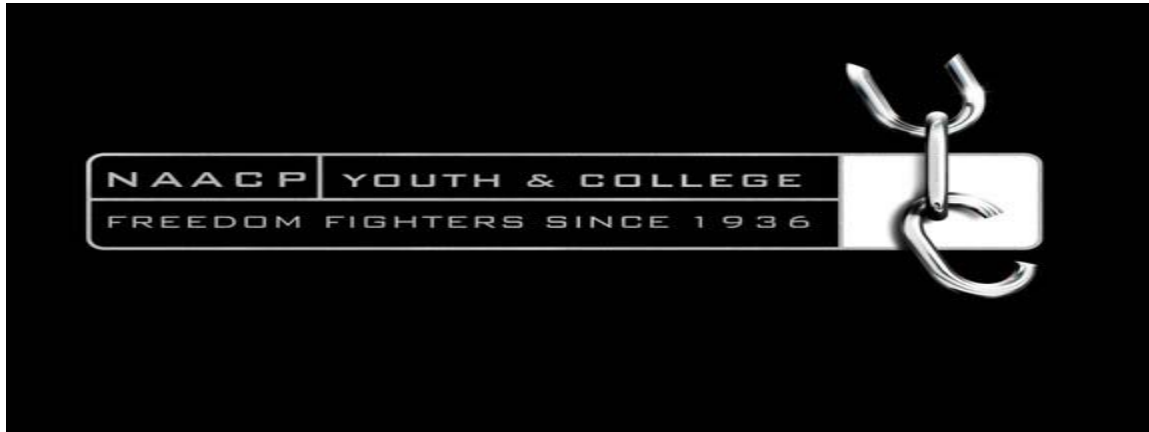
### **NAACP UNIT AUDITS**

Unit audits are an absolute right of the NAACP Office. (NAACP Unit By-Laws – Article XIX, Section 2) The policy pertaining to NAACP unit audits was adopted by the Board of Directors. Selection for unit audits can be random, targeted and at the discretion of the President/CEO and the Board of Directors.

## **GRANT PROPOSALS AND REQUESTS FOR APPROVAL**

- The National Office must approve, prior to NAACP unit acceptance, all grants for which the grantor will seek to claim a tax deduction for a charitable contribution
- Procedures for obtaining National Office adoption of local program (pertains to all programs for which restricted funds are to be used):
  - ACT-SO (formally adopted by the National Office)
  - Back-to-school / Stay-in-school (formally adopted)
  - Scholarships (must be formally adopted)
  - Other community based programs (must be formally adopted)
- Written proposal must be submitted to National Office (Attn: Director of National Field Operations). Proposal to include:
  - Objectives and goals of program – must demonstrate how the program will further the tax exempt purpose of NAACP (i.e. promotion of civil rights)
  - Targeted beneficiaries of the program
  - Program sponsor
  - Period of program duration
  - Method by which program is to be implemented
  - Name, address and qualification of individuals responsible for the implementation of the program
  - Projected annual program expenditures (also total expenditures for non-recurring programs)
  - Proposed program funding sources – must include proforma financial statements.
  - Reporting requirements and individual responsible for preparing and filing reports.

# CHAPTER IX.



## ***SOLDIERS ON THE FRONT LINE: Developing, Organizing and Mobilizing a Direct Action Campaign***

- ❑ Training
- ❑ Research
- ❑ Approval
- ❑ Education
- ❑ Media
- ❑ Negotiations
- ❑ Direct Action



**THE ABC'S OF DIRECT ACTION:**  
**A Guide to Direct Action for NAACP Units**  
By Nelson B. Rivers III, NAACP Chief Operating Officer

**A. *Direct Action Training – “Starting From Scratch”***

- Before any direct action, there must be training of potential participants. Those to be trained: officers, Executive Committee and relevant standing committee members. These are the committees most likely to either become involved in direct action or they are necessary to the success of a direct action campaign.
- There should be a review of NAACP National Office policy on direct action by the Executive Committee and general membership of the Youth Councils or College Chapter. A copy of the policy should be distributed to all members in attendance at the meeting where the policy is reviewed.

**B. *Research – “Just the Facts, Ma’am***

1. There must be a signed statement from a complainant asking for NAACP assistance before an investigation into a complaint begins. There must be a sworn statement of the facts from the complainant that includes the relevant facts, dates and a description of the problem. These steps are required for every investigation of a complaint to maintain the NAACP commitment to: “Know What We Say and Say What We Know”
2. Interview any witnesses available and obtain written, sworn statements.
3. Meet with parties complained against. The Unit must never take action based solely on what the complainant has said. We must hear the other side of what is always a two-sided story.
4. The investigating committee should summarize findings and report them with recommendations to the Executive Committee.

**C. *Approval – “Touch All the Bases”***

If the Executive Committee votes to take further action, the unit should immediately:

1. Contact the State Conference president, State Conference Executive Director, if applicable, and Region Field Director. A written report must be forwarded to all of the able with copies to the NAACP President/CEO, General Counsel, and the Youth and College Division Director.
2. The unit must notify General Counsel, in writing, of consideration of direct action.
3. The unit shall not make any threats or even publicly discuss a boycott or any form of direct action before steps 1 and 2 are completed.

**D. *Educating the Community – “Make it Plain”***

1. Develop a fact sheet about the targeted entity or the circumstances that created the need for direct action.
2. Call the first in a series of community mass meetings to report on complaints, investigations and recommendations.
3. Make sure there is a published agenda at the meeting. Ensure that NAACP controls the agenda of the mass meeting.
4. Mobilize the appropriate unit standing committees to assist with community outreach.
5. Meet with religious, political, social and other community leaders to inform them about the issues and ask for their support.
6. Develop a concise fact sheet with the NAACP position on the issues in question.

**E. *The Media – “Watch What You Say”***

Remember: everything you say to any media representatives can and will be held against you and the NAACP. There is no such thing as “off the record” with the media.

1. There shall be only one spokesperson for the NAACP position on the issues.
2. Prepare press statements prior to all news conferences.
3. Call a news conference to outline the facts and the NAACP position on the issues.
4. Always have the facts handy for quick reference to answers questions from the media.

**F. *Negotiations – “Can We Talk?”***

1. Establish a negotiation team that must be trained.
2. Attempt to negotiate a fair share agreement with any public or private entity involved in a dispute with the black community. Let’s not just treat symptom, but cure the disease.
3. Negotiation team must meet and develop strategies for negotiations, including role-playing.
4. There should be only one spokesperson for the team who will introduce other team members and outline what NAACP is seeking from the entity.
5. Send a letter to confirm what was agreed upon in the first meeting.
6. Determine early whether there will be an agreement.
7. If there is no realistic expectation for an agreement, then it is time for direct action.

**G. *Direct Action – “Put Our Feet in the Street”***

1. Obtain copies of all ordinances and regulations governing parades, marches, pickets, demonstrations, and rallies and have them reviewed by a local attorney and the national General Counsel.
2. Organize marchers, marshals and picketers and train them to take action.
3. Secure necessary permits
4. Call a news conference to announce direct action plan.
5. Distribute flyers, handbills, and newsletters to churches, Black businesses, and shopping centers to spread the word.
6. Send “ambassadors” to area churches to ask congregations for their support. Of course, each Minister must be contacted personally before anyone visits his or her church.
7. Make sure the NAACP controls all aspects of the direct action campaign including participants, contents of programs, wording on signs and manner of dress.
8. Take all necessary security precautions.

**H. “Fight till the Victory is Won!”**

1. Never call for direct action unless the Unite is committed to pursuing this strategy until there is a successful resolution to the dispute. If it takes a week, month or year, it must be clear that the NAACP will not quit.
2. If our facts our sound – our education is thorough – our cause is just – WE WILL WIN!

(Obtain a copy of the NAACP Direct Action Training Manual for a complete direct action program)

# CHAPTER X.



## *PROPER PROTOCOL: Parliamentary Procedure*

- ❑ Types of Meetings
- ❑ Plans for Meetings
- ❑ Order of Business
- ❑ Sample Order of Business

## **PARLIAMENTARY PROCEDURES**

### **TYPES OF MEETINGS**

All organizations conduct their affairs through meetings. Regardless of the format, meetings are one of the following types:

1. *Regular Meetings* – those for which the time and place are usually detailed in the By-laws or standing rules
2. *Special Meetings* – those called for transaction of a special item of business. Procedure usually defined in By-Laws.
3. *Annual Meetings* – Those scheduled for hearing reports, electing officers, amending rules, and such other business as may need to come before members at the close of the organization year.

### **PLANS FOR MEETINGS**

An understanding of the meaning of the following terms is helpful to meeting planners.

*Session:* A meeting or series of connected meetings devoted to a single order of business.

*Order of Business:* The sequence of business to be conducted at a session of an assembly.

*Agenda:* An order of business, expressly adopted for a particular session, which assigns times and positions to specific items of business. (Used in a convention or meeting of an organization that convenes less than quarterly)

*Program:* Includes business items, times for speakers, meals, and other non-business items (may include an agenda). Programs are usually used in conventions.

*Call to Order:* On time, after ascertaining the presence of a quorum, the presiding officer takes the chair, signals (raps gavel once) for quiet, and while standing says, “The meeting will come to order”.

## **ORDER OF BUSINESS**

An Order of Business is essential to all meetings in which business of the organization is transacted. It helps the presiding officer and members to proceed in an orderly way, maintains continuity in the transaction of business and establishes priorities for items of business. Orders of Business should not be included in the By-Laws since the By-laws may never be suspended. Parliamentarians recommend that every group adopt a parliamentary authority as a guide. Robert's Rules of Order Newly Revised is one of the most widely accepted authorities in both deliberative and legislative assemblies.

## **SAMPLE ORDER OF BUSINESS**

- A. *Opening Ceremonies:* (in the order in which they should occur, if appropriate for your agenda)
  1. Invocation (prayer)
  2. Singing or playing of National or Black National Anthem
- B. *Roll Call:* (when organization requires – generally, in small organization a sign-in sheet may be sufficient)
- C. *Minutes:* “The secretary will read the minutes.” Secretary stands to read, but does not address the chair at this time. If there is more than one set, read the earliest ones first. Approval and corrections are usually made by unanimous consent. (“Are there any corrections? [pause] If not, the minutes stand approved as read.”) If a committee is appointed to approve minutes, its chair or designated member should also report at this time.
- D. *Adoption of Agenda*
- E. *Reports of Officers:* At the annual meeting, all officers report. At other meetings, the chair calls on those who have reports. Report in the order listed in the By-Laws. Officers can move adoption of action proposed by their own report. The Corresponding Secretary reads correspondence not requiring action. Recording Secretary reads other correspondence under New Business. If there is only one secretary, he or she would act in both capacities.
- F. *Report of Board:* The report to which a majority of the Board assent. It may contain recommendation for action. This report is usually read by the Recording Secretary.
- G. *Reports of Standing Committees:* Called for in the same order as listed in the By-Laws (should be alphabetical). Recommendations arising from the report are usually handled immediately.
- H. *Reports of Special Committees:* Called for in order of appointment. Only those prepared or instructed to report are called upon.
- I. *Special Orders:* Matters that the By-Laws require to be considered at a particular meeting – such as nominations and elections. Also, motions postponed by a 2/3 vote and made a special order for this meeting are considered here.

- J. *Unfinished Business and General Orders*: Matters previously introduced which have come over from the preceding meeting.
- K. *New Business*: Correspondence that requires action is considered first. After this, consideration is given to items members have brought or reported for discussion.
- L. *Announcements*: Should be made by the presiding officer. The next meeting date and time should also be announced at this time.
- M. *Adjournment*

# CHAPTER XI.



## *TRAINING – Conferences and Convention*

- State Conferences
- State Conventions
- Regional Conventions
- Annual National Convention



## **STATE CONFERENCES**

The State Youth and College Divisions located in a particular State shall be composed of all chartered Young Adult groups, Youth Councils and College Chapters within the geographic boundaries of the State. All Youth Units located in that State shall become and remain members of the State Youth and College Division by paying annual assessment fees. In order for the Youth Unit to be in good standing, these fees must be paid by the time of the State Division Conference Meeting and have at least twenty five members in good standing of the Youth Unit at least thirty days prior to any meeting of the Conference.

### **OBJECTIVES**

The principle objectives of the State Conference are to stimulate Youth Units within the State to greater activity in the fight for freedom, to revive dormant Youth Units in the State, to organize new Youth Units in the State, to coordinate the activities of and secure the cooperation of units of the State, and to assist units in the conduct of the work of the Association and increasing the support of the national body by the various units.

### **OFFICERS**

The elected officers of the Conference shall be: President, Vice President, Secretary, Treasurer, and State Youth Advisor. The State Advisor serves in an Advisory capacity and as a signatory in conjunction with the President and Treasurer on the State Youth and College Division's bank account. The State Advisor also serves as a member of the State Youth Work Committee.

## **COMMITTEES**

The Standing Committees of the State Conference are the following:  
Membership, Political Action, Education, Finance, Labor, and Youth Steering Committee

## **EXECUTIVE COMMITTEE**

The Executive Committee shall consist of the youth elected State Officers, Chairpersons of the Standing Committees, Regional Representatives, and Youth Unit Presidents. The objective of the Executive Committee is to develop a state-wide agenda at its first meeting after the State Youth and College elections. The Executive Committee shall also maintain communication and interact with other Youth Units and Officers in the state.

The State Youth and College Division Executive Committee shall meet at least once every three months at such a time and place, as it may desire. However, it may be beneficial to meet at times consistent with the State Conference Executive Committee. Special meetings may be called by the President or by five members of the State Youth and College Division Executive Committee on ten days written notice.

Any members of the State Youth and College Division Executive Committee who is absent from three meetings shall be removed by the State Youth and College Division Executive Committee and replaced by a member approved by said Executive Committee.

## **ELECTIONS**

All youth delegate to the Annual Meeting of the Conference must be elected at a regular meeting by their youth unit and present to the Credential Committee a Certificate of Election signed by the President and Secretary of the respective unit.

All officers of the State Youth and College Division are elected by secret ballot by the Youth Units of that state. The officers are elected in odd years for a term of two years. The Executive Committee shall fill all vacancies. The number of delegate a unit receives is based off the same membership criteria as the National Convention.

## **STATE CONVENTION**

Every fall, all State Conferences around the country host training conventions to inform and teach the units in that state about the priority issues for that particular state and the Association as a whole. These State Conventions are organized by the adult and youth leadership of the state and include various workshops and speakers. State meetings and elections are also held during this convention.

## **REGIONAL CONVENTION**

In the spring, the Regional and National leadership of the NAACP host Regional Conventions in all seven regions of the Association. The structure of the Regional Convention is similar to the State Convention, but on a much larger scale. Units that attend the Regional Convention should use the opportunity to meet other units in their region and reach out to the many National staff members in attendance.



## ANNUAL NATIONAL CONVENTION

Youth Council and College Chapter members are encouraged to attend the National Convention – whether or not their unit can vote. The experience and exposure and the “sense of belonging” to this great organization is immeasurable, and never forgotten. The opportunity and privilege of attending depends on the ability of each unit to build its membership and plan a good program, which includes successful fund raisers necessary to raise the money to pay the expenses of their delegates.

The NAACP National Convention is usually held in a different city in July of each year. Thousands of NAACP youth and adult delegates representing youth units and Branches across the country attend primarily to review the year’s accomplishments and to develop future polity and programs of the Association. Other activities of the Convention include plenary sessions and workshops on present day issues and problems which are conducted by well know consultants and experts in various fields. Elections are held to select youth nominees to national committees and the National Board of Directors.

In addition, the National Convention is a time when youth meet new friends, share information about unit activities, and establish long-lasting friendships with NAACP members in other parts of the country.

### POWERS AND FUNCTIONS OF THE CONVENTION

At the national convention policies and programs of action are created for the ensuing year. Any policies or programs that are in question and are not contrary to the Association’s Constitution, shall be binding on the Board of Directors, Officers, Branches, Youth Councils and College Chapters. A policy or program change must be favorably voted upon at a regular legislative meeting of a Branch, Youth Council or College Chapter to be considered as being in order. The policy or program change must be certified by the President and Secretary of the unit and received by the President/CEO in the National Office by May 1<sup>st</sup>. At the convention, suggested policy or program changes shall be acted upon during the Legislative Session of the Convention.

### DELEGATES

Representation of Branches, Youth Councils and College Chapters at the National Convention shall be on the following basis:

	Members	Voting Delegates
Branches and Youth Units from	25 to 49	2
	50 to 100	4
	101 to 500	6
	501 to 1,000	8
	1,001 to 2,500	10
	2,501 to 5,000	12
	5,001 to 10,000	14
	10,001 to 20,000	16
	20,001 to 25,000	18
	Over 25,000	= 1 additional vote for every 2,500 members

Memberships from the unit must be recorded in the National Office sixty (60) days prior to the opening date of each Convention. Only the delegates present are able to vote and may not vote

by proxy. However, each Youth Council and College Chapter is entitled to a number of delegates equal to the number of voting delegates. Alternated delegates shall be permitted to vote in place of absent voting delegates. Each State Youth and College Division shall be entitled to one (1) voting delegate and one (1) alternate.

### **ELECTION OF DELEGATES**

All units at a regular or special meeting prior to the Convention must elect the unit's delegates to the National Convention. Each delegate must present to the Convention a certificate of election as delegate, signed by the President and Secretary of the unit.

The National office furnishes blank certificates and duplicate certificates. A copy of all certificates must be returned to the National Office.

### **REGISTRATION**

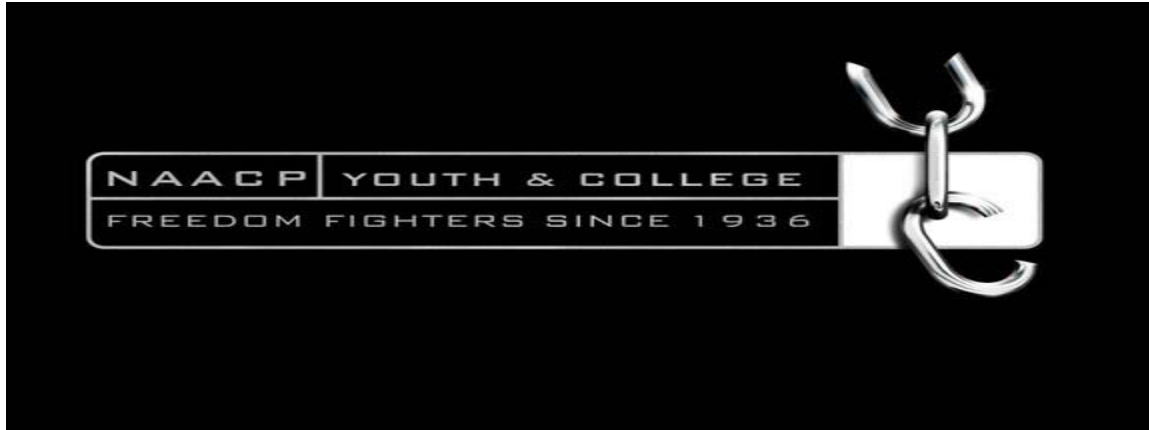
Anyone attending the business sessions of the Convention shall register in advance or on-site. Upon registering, all voting and alternate delegates and observers will receive colored badges that clearly distinguish each class of delegates. All voting delegates will also receive colored voting cards.

### **CONVENTION COMMITTEES**

The following are the committees established at the National Convention that include youth as members. A youth representative from each region will be elected at each Convention to serve on these committees. The terms for committee members varies.

Committee on Resolutions  
Committee on Credentials  
Committee on Rules  
National Youth Work Committee  
Committee on Time and Place

# CHAPTER XII.



## *HELPFUL INFORMATION*

- ❑ NAACP Youth and College Form Due Dates
- ❑ Membership Fee Structure
- ❑ Important Phone Numbers
- ❑ Medgar Evers Youth Leadership Award
- ❑ Gloster B. Current Youth Leadership Award

## **NAACP YOUTH AND COLLEGE FORM DUE DATES**

<b><u>FORM</u></b>	<b><u>DUE DATE</u></b>	<b><u>CONTACT</u></b>
Year-End Financial	March 15	Finance Dept.
Quarterly Activity Report	January 15, April 15 July 15, October 15	Youth and College
Officer Update Form	June 15	Youth and College
Unit General Information	June 15	Youth and College



## **MEMBERSHIP FEE STRUCTURE**

Regular Adult Membership (Over 21)	\$30.00
Youth Membership w/ Crisis Magazine (Ages 19-21)	\$15.00
Youth Membership w/out Crisis Magazine (Up to age 18)	\$10.00
Junior Life (Up to age 13)	\$100.00
Bronze Life (Ages 14-21)	\$400.00
Silver Life (Yearly installments of \$75.00 or \$150.00) \$45.00 and \$90.00 National Portion	\$750.00
Gold Life (Must already hold Silver Life) (Yearly installments of \$150.00 or \$300.00) \$90.00 and \$180.00 National Portion	\$1,500.00
Diamond Life (Must already hold Gold Life) (Yearly installments of \$250.00 or \$500.00) \$150.00 \$ 300.00 National Portion	\$2,500.00
Annual Corporate Membership	\$5,000.00



In recognition of Medgar Evers, the 48th NAACP Spingarn Medallist, the National Youth Works Committee of the NAACP has established the Medgar Wiley Evers Youth Leadership Awards. A subcommittee of the National Youth Works Committee, consisting of two (2) youth and one (1) adult representative, will select three winners, one from each of the following age groups:

Category I: Ages 6-12

Category II: Ages 13-17

Category III: Ages 18-24

The candidates must show, through an original essay, short story, or poem, the contributions made by Mr. Evers. Each winner will be awarded a plaque and a \$1,000.00 savings bond at the Annual National Convention.

To qualify, candidates must be under 25 years of age and active with a NAACP Youth Council that is in good standing with the National Office. Each candidate must complete the attached application and mail it along with their original essay, short story, or poem to the NAACP Youth and College Division.

*Applications are generally available in the early spring.*

## **GLOSTER B. CURRENT NAACP YOUTH LEADERSHIP AWARDS**

The Gloster B. Current Awards are designed to recognize outstanding NAACP youth that emulate the dedication, commitment and leadership of Gloster B. Current, former NAACP Director of Branch & Field Services. The program is designed to foster and build leadership from the grass roots level. Each youth unit is asked to nominate one candidate who must complete the application and submit supplemental material that supports a unit's nominee. A Committee appointed by the National Youth Work Committee Chair will select one winner from each Region. Each winner is to receive an award and stipend to cover transportation and hotel (for 6 nights) to attend the Annual National Convention. To qualify, a candidate must be under the age of 25 and active with an NAACP youth unit that is in good standing with the National Office (good standing to mean that the unit is in contact with the Regional and National Office, the unit has a minimum of 25 youth memberships, and all assessments have been paid).

*Applications are generally available in the early spring.*