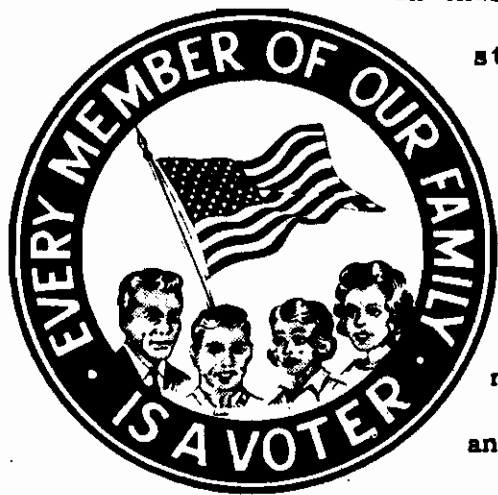


# NAACP'S CRUSADE FOR VOTERS

## HANDBOOK FOR CHAIRMEN AND WORKERS

NAACP CRASH VOTER REGISTRATION PROGRAM



In this brochure you will find a streamline version of our voter registration program. You will find the basic necessary steps for increasing the voting strength in your community. Use your good judgment and the information you have already received in various NAACP workshops and your branch program will produce new voters.

**A GOOD  
SLOGAN  
FOR EVERY NEGRO ADULT**

The Virginia State Conference - NAACP  
301 East Clay Street, Richmond, Va.  
Phone: 644-5678 or 648-2435

## YOUR FIRST STEP

Appoint a NAACP voter registration chairman and committee or expand your present committee. The committee should consist of at least two representatives from your NAACP Youth Council, one person from every predominately Negro precinct, one representative from every church and the president of every fraternal, social and civic organization in your branch community.

Call a meeting of your committee and SELL them the idea of immediately organizing a voter registration drive. **DON'T JUST ASK THEM TO PARTICIPATE, MOTIVATE THEM TO ACTION**, by discussing the need and urgency of increasing the Negro vote in 1964. Another good topic of discussion in this presidential election year is: "YOU DON'T HAVE TO PAY POLL TAXES TO VOTE IN THE 1964 NOVEMBER FEDERAL ELECTION". **DON'T LET THE DISCUSSION DRAG AND RAMBLE, KEEP IT POINTED TOWARD A COMMUNITY MEETING TO KICK OFF A NON-PARTISAN VOTER REGISTRATION DRIVE.** At the proper time, the chairman should be prepared to suggest tentative dates and places for the meeting.

### STEP II HOW TO PLAN A COMMUNITY KICK OFF VOTER REGISTRATION MEETING

1. Set date and a centrally located meeting place.
2. Send written invitations to the churches, social, civic and fraternal organizations. These written invitations should be followed up by phone calls and personal contacts. Delegate this task to the members of the committee.
3. Send at least 150 to 300 letters of invitation to individuals in each predominate Negro precinct. This is one way of involving people who have never been asked to work with the organization.
4. Use all other media of communication: Circulars to churches, radio, press and TV announcements.

# GET OUT

# THE VOTE

# IN '64

### STEP III WHAT TO DO AT THE COMMUNITY MEETING

1. Have ready for distribution workers' kits, registration information precinct maps, etc.
2. Secure the name, address and phone number of every person attending the meeting. Delegate this task to two persons stationed at the entrance of the meeting place.
3. Sell the idea of voter registration and motivste the group to immediate action on planning a door-to-door voter registration campaign.
4. Divide the audience into precinct groups, i.e., all persons living in precinct 1, move to Section A, precinct 2 to Section B, etc.
  - a. Instructions to the precinct groups:
    - (1) Elect a Chairman
    - (2) Elect a Secretary
    - (3) Write the name, address and phone number of everyone in your group.
    - (4) In twenty minutes, be prepared to give a report on how your group will increase the voting strength in your precinct, including the date and time you will meet in your area to knock on every door.

### RE-ASSEMBLE THE GROUP AND RECEIVE REPORTS

1. Give suggestions and praise to each group making reports.
2. Instruct the group on the aid and material they can expect to receive from the NAACP, i.e., circulars, workers' sheets, report sheets, speakers' bureau, auto pool, prizes, etc.
3. Set weekly dates for report meetings.
4. Delegate one member of the NAACP Voter Registration Committee to be the liaison person and counselor to each precinct leader.

### STEP IV VOTER REGISTRATION COMMITTEE'S JOB

If Negro Virginians are to avoid losing the gains made through the federal courts and the 1957, 1960 and 1964 Federal Civil Rights Acts a minimum of 100,000 New Negro qualified voters must be put on the registration lists by OCTOBER 2, 1964. Your Voter Registration Committee must meet weekly between now and October 2 to evaluate and give guidance to your over-all program.

## VOTER REGISTRATION TIPS

1. Urge churches and all other organizations to appoint a Voter Registration Committee to register their own members.
2. Sponsor a City and/or county-wide Citizenship Sunday during this period: July to October 2, 1964.  
On this Sunday, urge all ministers to give a sermon on Citizenship and circulate voter registration information. Samples of Citizenship Sermons may be obtained from our Church Secretary, Rev. Edward J. Odom, 20 West 40th Street, New York 18, New York. or from Dr. John B. Henderson, Chairman, Church Coordinating Committee, Virginia State Conference-NAACP, 301 East Clay St. Richmond, Virginia 23219.
3. Precinct Projects for Organizations - Assign organizations to work with precinct units. Make it competitive.
4. Use NAACP Youth Council members as a voter registration task force, especially in precincts that are slow in showing progress.

### MUST LITERATURE

5. Distribute leaflets that tell the following:
  1. Name of General or Precinct Registrar(s)
  2. Address of Registrar's Office.
  3. Time office will be open (dates and hours).
  4. How to register in your community. (Go to the registrar's office and find out whether your registrar requires the Blank Sheet of paper, uses the Printed Form or a modification of the two.)

### MUST INFORMATION

6. In order to know who has paid poll taxes and who is registered in your community, you must secure the following.
  1. LATEST POLL TAX BOOK (Can be secured from County or City Treasurer.)
  2. REGISTRATION LIST (Can be secured from your registrar in some communities. In other communities you have to send in several persons to the registrar's office and have them copy the list. VIRGINIA LAW SAYS: ANY CITIZEN OF A COMMUNITY CAN COPY THE LOCAL REGISTRATION LIST.)

FOR FURTHER INFORMATION CONTACT: **The Virginia State Conference - NAACP**  
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