

July 15, 1960

To: BRANCH PRESIDENTS OF THE NAACP

From: NAACP VOTER REGISTRATION COMMITTEE  
404½ North Second Street  
Richmond 19, Virginia  
John M. Brooks, Director

Subject: VOTER SERVICE

STRIKE WHILE THE IRON IS HOT! The hottest news item today is the coming November presidential election. This election and issues offer each branch an opportunity to add more zest to its voter registration drive.

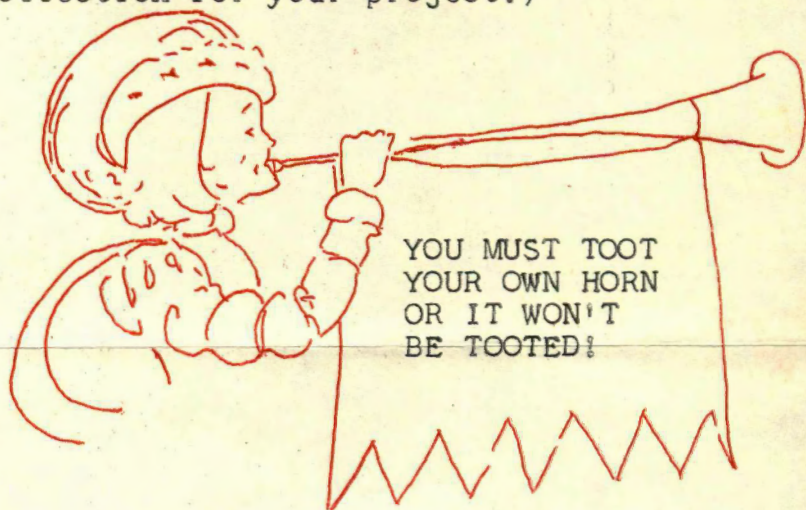
This is also a good time to answer the few "do nothing" people you find in every community who say: "All the NAACP wants is memberships and freedom fund monies." Answer them by promoting a down-to-earth and much needed VOTER SERVICE beginning now and continuing through the presidential election:

1. DISTRIBUTE THE VOTING RECORDS OF ALL CANDIDATES FROM YOUR AREA RUNNING IN THIS PRESIDENTIAL ELECTION, November 8, 1960. (Each branch was charged to do this in a resolution passed during our 51st Annual Convention in St. Paul, Minnesota. This resolution was passed by the unanimous vote of your convention delegates.)

You cannot be biased. The NAACP political action program is non-partisan. Our Washington Bureau located at 100 Massachusetts Avenue, N.W., Washington, D.C., Mr. Clarence Mitchell, Director will send you vital information concerning national candidates upon request.

2. Send speakers to the churches and other community gatherings to urge people to go to the polls. Of course, you will need a large Speakers Bureau.
3. Have your ministers declare a NAACP GET OUT THE VOTE SUNDAY and preach a sermon on citizenship, preferably, the Sunday before the election. (They may take up a collection for your project.)

4. PUBLICITY -- MOST IMPORTANT!! Regardless of how small or large your endeavors may be, send the stories of all your activities to the local papers, radio and television stations. If you look hard enough, you will find a capable person in your community who will be glad to write your press releases. Make inquiries among your school teachers and other professional groups. Flood the town with election data and voting information under the BANNER OF THE NAACP. If you don't have a mimeograph machine there are many churches with machines who would be happy to let you use their facilities.



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The nature of our voting service calls for the involvement of a large cross section of people. This is the answer to a frequently asked question: "How can we contact and get more people to be interested in our NAACP program?"

Here is a perfect situation for your branch to offer a concrete service to the large number of voters in your community. This contact in turn will enable you to preach the NAACP gospel to a large group of people and also help you pull them into other branch activities. NO BRANCH IS SO GREAT THAT IT CANNOT USE A CONTINUOUS SUPPLY OF FRESH BLOOD.

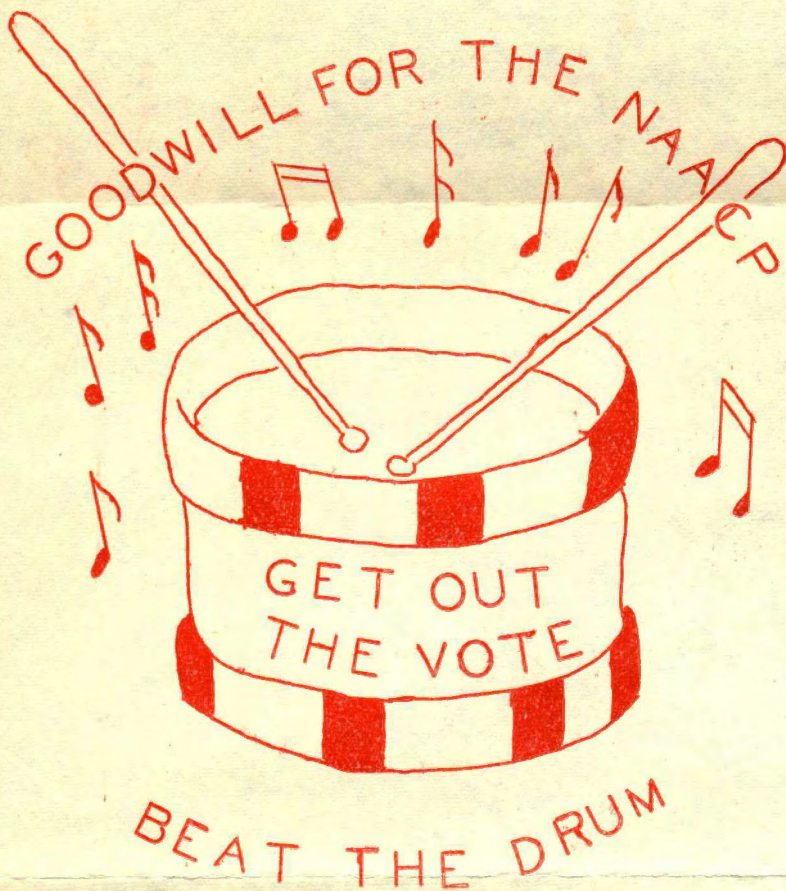
5. GET OUT THE VOTE ON ELECTION DAY. We will be glad to send you, upon request, information you will need concerning how to organize and conduct this part of your program.

Don't forget. Start now to serve your community in getting out the vote on election day in November. Your work will spread goodwill for the NAACP and will answer the critics who say:

"All the NAACP wants is memberships and freedom fund monies." So, start now to beat your drum for a large turnout of Negro voters in November. Each drumbeat will also spread goodwill for the NAACP.

In order for us to give you all of the service possible, we would appreciate a little note from you giving us your comments and the future plans of your voter registration program.

START THE DRUMBEATS IN YOUR LOCAL COMMUNITY BY THE IMMEDIATE ACTION OF YOU AND YOUR VOTER REGISTRATION COMMITTEE.



**NAACP VOTER REGISTRATION OBJECTIVES:**

1. Make every Negro adult a registered voter.
2. Teach them to vote intelligently.
3. Get them out to the polls on election day.

**PUT THEM IN ACTION**

TAKE THESE SUGGESTIONS OFF PAPER