



# NAACP

**Derrick Johnson**  
*President and  
Chief Executive Officer*

**Leon W. Russell**  
*Chairman  
National Board of Directors*

February, 2020

Dear NAACP Unit Presidents:

In follow-up to our phone call of Thursday, February 6, 2020, following for your review and use are guidelines for the scheduling and implementation of the NAACP Call to Action – Strategic Partner MOU Meeting, which we’re asking to take place at your 2020 March General Membership Meeting.

Prior to your outreach to our Partner Organizations, NAACP Unit leadership should be familiar with our NAACP Game Changers and the Partner MOU’s to whom you are reaching out. Our Game Changers are located on the Association’s website: [NAACP.org](http://naacp.org). For our partner MOU’s go to: <https://www.naacp.org/mous/> or <http://naacp.org/partnerships/>. In consultation with your Unit Standing Committee Chairpersons, determine the synergy and collaborative opportunities in the areas of our Game Changers and the work in which you are currently engaged. Please remember our work in, Civic Engagement, specifically, the 2020 Census and GOTV are priority.

Upon your review of the guidelines below, please use or modify to suit your Unit and the partners with whom you have a relationship are cultivating or developing. For clarification and/or questions, you may contact:

Paula Brown Edmé, Vice President Training & Relationship Management  
Email: [pedme@naacpnet.org](mailto:pedme@naacpnet.org) Phone: 212.626.6402  
Carmen Watkins, Interim Vice President Field Operations  
Email: [cwatkins@naacpnet.org](mailto:cwatkins@naacpnet.org) Phone: 443.540.1495 or your respective regional director

**Objective:** The objective of this meeting is twofold. The first is to convene the leadership of the NAACP and the leadership of local Strategic Partners with whom we have an MOU agreement, in order to build and strengthen our relationship. The second is to strategize and develop the plan of action in key issue areas on which the NAACP and its partners will work together in 2020 in order to strengthen our communities.

**Date:** Unit General Membership Meeting March, 2020

**Location:** NAACP Branch Membership Meeting location, community center, Church, library, etc.

**Time:** 2 Hours \*Lite Refreshments Served



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**Attendees:** NAACP Officers, Chairpersons of Standing Committee, Membership & Strategic Partner Leadership/Representatives NAACP Unit & MOU Partner Meeting

**Outreach to Strategic Partners:**

- The Ecumenical Community
- Alpha Phi Alpha Fraternity
- Alpha Kappa Alpha Sorority
- Kappa Alpha Psi Fraternity
- Kappa Epsilon Psi Military Sorority
- Omega Psi Phi Fraternity
- Delta Sigma Theta Sorority
- Phi Beta Sigma Fraternity
- Zeta Phi Beta Sorority
- Sigma Gamma Rho Sorority
- Iota Phi Theta Fraternity
- The Links, Incorporated
- National Urban League
- National Bar Association
- National Action Network
- National Organization of Black Law Enforcement Executive (NOBLE)
- NID Housing
- National Newspaper Publishers Association
- Implementation

**Identify NAACP Leadership & Program Chairpersons to Attend Meeting.**

**Identify Strategic Partner Leadership, their Programmatic Representative(s). Contact to Attend Meeting.**



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## Agenda

- Greetings
- Prayer (If desired)
- Statement of Purpose
- Introduction of NAACP leadership & Strategic Partner leadership
- Discuss NAACP Unit & MOU Partner Meeting Issue Areas

Identify Three (3) Common Issue Areas on which to focus in 2020 based on NAACP Game Changers and Partner MOU

- \*Civic Engagement (Census & GOTV)
- Education
- Leadership Development
- Health
- Criminal Justice
- Economic Development
- Environmental Justice
- Civic Engagement is Priority
- Strategic Working Session on Minimum of Three (3) Priority Areas:
  - ID lead persons
  - Develop a Unit/Partner plan of action
  - Determine resources needed (if any)
  - Determine next steps for both organizations
  - Determine benchmarks & evaluation
  - Determine schedule of follow-up meetings
  - Determine reporting and conclusion of project/initiatives
- Reporting/Next Steps
- Closing Comments – NAACP Leadership & Strategic Partner

**Please complete the attached survey and forward to the National Office, advising of the results of your Partnership Meeting.**