

NAACP

Pennsylvania

STATE CONFERENCE

POLITICAL ACTION COMMITTEE

Our Future. Our Fight.

2020 



Nicole Keels-McGruder | Committee Chairperson

POLITICAL ACTION COMMITTEE NEWSLETTER

February 2020 Edition

Conference Call- February 11, 2020 @ 6p

Hello Everyone,

My name is Nicole McGruder and it is my pleasure to serve you as the new Political Action Chair for the NAACP State Conference.

I hope that you will find this newsletter informative and assist you in your local efforts. Feel free to reach out to me at any time with any questions, comments, and suggestions. My email is ncmgruder@naacppa.org. My phone number is (267) 415-6528.

The Political Action Committee [agenda](#) for 2020 is available. *Our Future. Our Fight.* is our slogan. Our future belongs to us and we must be responsible and fight for it. Our goal is to provide solid information in order to create an informed electorate that is armed with the information to ensure that we vote in our best interest in each and every election (locally and nationally).

You have a great team that is eager and excited about serving you.

Irv Brockington- Cheltenham Area Branch
Everett Butcher- Mainline Branch
Christa Caceres- Poconos Branch
Eddie T. Graham- Cheltenham Area Branch
Kenneth Huston - Monroe Branch
Cheryl McAbee- Monroe Branch
Adrian Seltzer-Mainline Branch

We are in the process of developing ad-hoc subcommittees. If you are interested in serving, please email nmcgruder@naacppa.org.

This Newsletter is quite long because there is a lot of information to share. Additional updates and communications to highlight deadlines and immediate action items will be posted on website, FB page and also discussed during conference call.



WE WANT TO STAY CONNECTED

The Political Action Committee has developed several ways for us to keep in touch with local branches.

Newsletter

This first newsletter will be somewhat lengthy, but very necessary since we are just “meeting” for the first time.

Education

There will be conference calls, webinars, and online education sessions (i.e. VAN training, census data extraction, voter registration strategies, etc) held over the course of the year to cover key topics.

Committee Contact

If you need to contact the Political Action Committee Chair directly, please email at nmcgruder@naacppa.org.

Facebook Group

This is a [closed group](#) that is only open to members of the NAACP and you will be asked to provide branch information before being accepted into the group. It will give us a chance to quickly brainstorm, share ideas, poll, and become a collective. Here is the link to join.

Shared File- Activity Calendar

Let us know what you have planned in your neck of the woods. We love to hear what's going on so that we can celebrate all of the awesome work that everyone is doing, reach out to those who are really hitting it out of the park so we can start to gather best practices, and identify those who might need more support and also identify opportunities in which branches can collaborate. It's super easy to use. Just plug in your activity with the date planned and your branch number, it's as easy as that! In order to access the folder, we need to know who your Political Action Chair is or your designated appointee and their e-mail address.

We encourage you to send us a pic or two along with a few lines of your activity so we can share it on social media.

[LINK TO SHARED FILE](#)



Branch Political Action Chairs

An email was sent to all branch presidents over a month ago. The response was extremely low. Please let us know who is serving as your political action chair. If you don't have one, don't let that stop you from responding. I just want to get an idea of where branches are and what I can do to assist.

Here is our current list based on responses:

- Allegheny County-Ken Huston & Cheryl McAbee
- Cheltenham Branch- Eddie T. Graham
- Mainline Branch- Adrian Selzer
- Poconos Branch- Christa Caceres
- Willow Grove Branch-Maurice "Tony" Davis

IMPORTANT INFORMATION

CENSUS

As you all know, the census is in full swing. We must do our part to ensure that everyone is accounted for in the right place and one time to make sure that all areas receive their necessary funding. Our community is **at high risk** of being undercounted so we need your help at the local level to make sure that this does not happen. **YOU NEED TO IDENTIFY ANY HARD-TO-COUNT TRACTS IN YOUR SERVICE AREA IMMEDIATELY.** Contact me if you are not already working with a Census Data Specialist.



Action Items

1. [Join or Start a Local Complete Count Committee](#)

A complete count committee is a local committee that works to ensure that the messaging is fitting for their respective audience. As trusted messengers in your community, you will need to make sure that you are stressing the importance of what an undercount means to our community.

2. [Download these helpful tools](#) to help you relay this important message to your local community

- a. [WHY SHOULD I CARE ABOUT HARD TO COUNT TRACTS](#)
- b. [HARD TO COUNT TRACT MAP](#)
- c. [HOW TO FIND MY LOCAL COMPLETE COUNT COMMITTEE](#)
- d. [HOW TO EXTRACT DATA FOR MY COMMUNITY](#)

3. Jobs. Jobs. Jobs. The Census hiring is in full swing. [APPLY NOW.](#)

Please note, that if you are contacted by the Census and they leave a message. **Contact them immediately** as they will continue to call other candidates until they have reached their goal. Even calling back the next day may be too late. They will be continuously hiring through this entire census season as people leave positions, so just because you are not immediately contacted, doesn't mean that you won't eventually receive the call.

- a. There is a Waiver for those on SNAP benefits. No resume is required. There is a background check (but there aren't any excluded offenses, so apply even if in doubt).

ELECTIONS

It's the perfect time to start becoming educated about your potential local candidates. Many areas are already hosting events for "potential" candidates.



ACTION ITEMS

- 1. It is important that we vote in our own best interest. [Have at least one special event, collaborate with another organization](#) to discuss those topics that are most meaningful to your general body (i.e. unemployment, underemployment, discrimination in the workplace, implicit bias in schools, the school to prison pipeline, over-policing in our communities). Please document your event on the [PAC Statewide Shared Spreadsheet](#).
- 2. [Tell us about your local elections.](#) Is it a tight race? We want to support your efforts but we won't know if you don't tell us. Often, those on the ground know what's going on before anything is "official" so let us know as soon as possible.



VOTER REGISTRATION

[When we all Vote](#) - Great resources that we can use to augment our voter registration efforts.

Votes PA <https://www.votespa.com/Pages/default.aspx>

All branches need to submit voter registration efforts to State PAC monthly.

Felons Can Vote

Please spread the word to this group that is often overlooked and continues to be marginalized even upon release by believing that they don't have a voice. They do. Even if they have been recently released and out on parole or probation, they can vote. The only exception is if they have been found guilty of violating a PA Election Code within the past year.

[Share with Your Local Community](#)

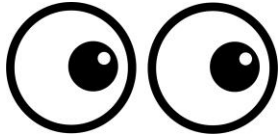
Important Election Dates and Deadlines

For full list, [click here](#).

Last Day to Register to Vote for Primary Election.....	April 13, 2020
Last day to apply for a mail-in or civilian absentee ballot	April 21, 2020
Primary Election Day	April 28, 2020
General Election Day	November 3, 2020

Last day to REGISTER before the November election	October 19, 2020
Last day to apply for a mail-in or civilian absentee ballot	October 27, 2020
GENERAL ELECTION	November 3, 2020

Note: All dates are subject to change without notice.



STAY WOKE

Don't Be Manipulated by Energy Companies

Energy companies have swayed local NAACP branches into supporting them and rallying against solar panels which is more often than not, detrimental to the African American Communities. [Please read this article.](#)

Statewide Legislative Priorities

Click here to read the [list](#). Email us with any other legislature that you believe belongs on this list.

**POLITICAL ACTION CALENDAR OF UPCOMING EVENTS
(Subject to Change)**



[Click Here to View Full Calendar](#)

Upcoming Events.....

Census

February-Mid March- Census Awareness (**Partner with Census specialist immediately** if you have not already done so. Contact nmcgruder@naacppa.org if you need assistance.

March-June- #Get Counted- Actively hosting events and community efforts to actually assist with community with census

Voter Registration Campaigns

February- April 13 Voter Registration Campaigns

April 14-April 28- #ihaveaplan GOTV Efforts

Felons

Early April- Special Focus on Felon Voter Rights Awareness/Registration Campaign

PSC Supported Candidate Forums

March 2020- Date to be announced. First key race identified is 154th District. Democrat incumbents will not be seeking re-election.

Our Fight. Our Future. Common Ground Discussions

The PAC will conduct interviews and forums relative to political action news and events.

First Discussion TBD

PSC keystones (Major Events)



[Harrisburg. Mark Your Calendar for March 23, 2020](#) Contact us if you would like to assist in rallying the troops so there is a sea of yellow and blue! The NAACP will be featured speaker at Fair District PA Rally. **We are inviting all branches to come out in full force.**

Philadelphia. Elected Official or Candidate Forum- Late Spring Early Summer- Event to be held in a non-traditional setting. Currently exploring urban garden space. Still finalizing scope and theme.

Philadelphia. Census Rally (TBD prior to or "It's Not to Late Rally) mid-April
Western PA Event- TBD

E-Meet (Candidate Forums that will leverage streaming technology to penetrate larger target audience)

Dates to be determined as branches inform of us key races and from our research



Conference Call Schedule

Call in Information:

Dial-in number (US): (425) 436-6200

Access code: 133084#

International dial-in numbers: <https://fccdl.in/i/nicmcgruder>

Online meeting ID: nicmcgruder

Join the online meeting: <https://join.freeconferencecall.com/nicmcgruder>

Conference Call Dates

February 11, 2020 6pm -Conference Call- Brief Overview of State PAC
Agenda; GOTV; Census
March - December 2020, Conference Calls will be held on the last
Monday of the month at 6p-7p unless otherwise stated.

PA Toolkit (Will be updated continuously and suggestions welcomed)

February 2020 *PA Voter ID Handout*

February 2020 *Educating New Voters Script*

TBD-Templates

Event Flyers

Letters to Elected Officials

Social Media Shareables

Event Planning Timelines

(Any other suggestions, let us know)

TBD-Report Cards Templates for Elected Officials

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