NAACP
Dayton Branch

VOTER ENGAGEMENT PLAN

INFORM | EDUCATE | EMPOWER

Founded in 1915, the Dayton Branch of the National Association for the Advancement of Colored People (NAACP) is the oldest and largest Civil and Human Rights organization in the Dayton Region. Our members, volunteers, office staff, organizers, committee chairs, X and Facebook friends continue to fight for social justice for ***ALL*** Americans. We hope you will be enlightened as you view our latest edition of The Dayton Branch Chronicle.

The Dayton Branch NAACP ***vision*** is to fulfill the Dream of the Civil Rights Act of 1964 by capitalizing on the ***2nd "A"*** of the NAACP, which stands for ***ADVANCEMENT***. We encourage you to join us and participate fully in this work for a better, stronger, engaged community.

Objective:

Increase voter registration, education, and turnout among historically underrepresented populations in Dayton, Ohio, particularly African American communities, to strengthen civic participation and influence local, state, and national elections.

1. Goals and Metrics

Primary Goals:

1. Register at least 1,000 new voters.
2. Increase voter turnout by 10% in target precincts during local and state elections.
3. Educate over 5,000 community members on voting rights, election processes, and local policy issues.

Metrics for Success:

- Number of registered voters.
- Voter turnout percentages in target precincts.
- Attendance at voter education workshops/events.
- Social media engagement and distribution of voter education materials.

2. Target Audiences

1. **Young Adults (18–29)** – College students, first-time voters.
2. **Historically Disenfranchised Communities** – Residents in West Dayton, neighborhoods with low voter participation.
3. **Senior Citizens** – Those unfamiliar with absentee or early voting options.
4. **Faith-Based and Community Organizations** – Churches, civic clubs, local nonprofits.

3. Key Strategies

A. Voter Registration

- Host quarterly v**oter registration drives** at community centers, churches, and colleges (e.g., Central State University, University of Dayton, Sinclair Community College, Wright State University).
- Partner with local organizations and churches for **"Voter Registration Sundays."**
- Provide **online registration support** via social media campaigns and website resources.
- Ensure registration materials are accessible in multiple languages where needed.

B. Voter Education

- Conduct **workshops and webinars** on:
  - Voting rights and protections.
  - How to navigate ballots and local elections.
  - Understanding candidates' positions on civil rights, education, health, and justice.
- Distribute **informational flyers and newsletters** with election dates, polling locations, and absentee ballot instructions.
- Launch **social media campaigns** highlighting "Did You Know?" facts about local elections, voting deadlines, and rights.

C. Voter Mobilization

- Establish a **"Get Out the Vote" (GOTV) task force** to:
  - Call and text voters reminding them of upcoming elections.
  - Offer transportation to polling locations, particularly for seniors and those without reliable access.
  - Host **community rallies or meet-the-candidate events** to engage voters.
- Provide **absentee ballot assistance** for those who cannot vote in person.
- Track voter turnout using public precinct data to target outreach in low-turnout areas.

D. Partnerships & Collaboration

- Collaborate with:
  - Churches and Faith-Based Organizations
  - Local universities and HBCUs
  - Community-Based Organizations
  - Civic clubs and neighborhood associations
  - Local Media Outlets
- Share resources and coordinate events to maximize reach and community engagement.

4. Communications Plan

- Use **multi-channel outreach:**
  - Social Media: Facebook, Instagram, X, YouTube, and TikTok for younger voters.
  - Local Radio & TV Stations
  - Print Materials: Flyers, newsletters, door-to-door handouts.
  - Email and SMS campaigns to NAACP members and supporters.
- Highlight **personal stories and testimonials** to emphasize the importance of voting.

5. Timeline

Quarter	Activities
Q1	Plan and train volunteers; host voter registration drives; launch social media campaign.
Q2	Continue registration; begin educational workshops; launch GOTV planning.
Q3	Target absentee ballots; continue outreach; community engagement events.
Q4	Implement GOTV strategies; monitor election turnout; post-election review and analysis.

6. Volunteer Engagement

- Recruit volunteers for:
  - Registration drives
  - Phone/text banking
  - Election-day poll monitoring and voter assistance
- Provide **training workshops** on voter rights, civil rights history, and community engagement techniques.
- Recognize volunteers publicly to encourage sustained involvement.

7. Evaluation and Reporting

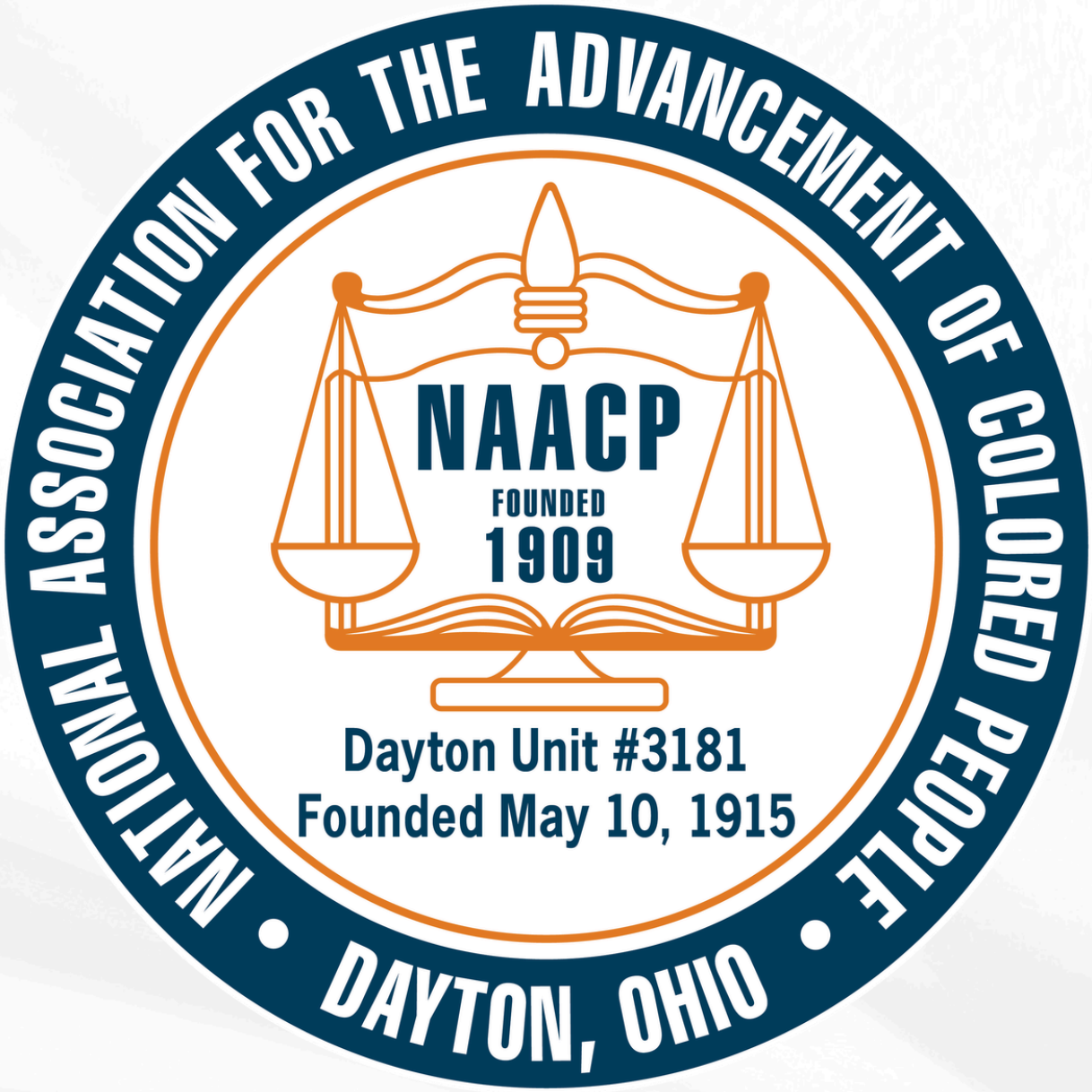
- Track progress using:
  - Registration and turnout statistics.
  - Event attendance and workshop participation.
  - Social media analytics.
- Hold **quarterly review meetings** to adjust strategies.
- Publish an **annual voter engagement** report for members and stakeholders.

8. Key Messages

- “Your Vote, Your Voice: Strengthen Our Community.”
- “Civil Rights Aren’t Just History, They’re Today’s Action.”
- “Vote Like Your Future Depends on It, Because It Does.”

WE ARE *ONE* NAACP!

STAY INFORMED! GET EDUCATED! BE EMPOWERED!



David L. Montgomery
Chair, GOTV

Dr. Derrick L. Foward
President

Tom Roberts
Chair, Political Action

NAACP Dayton Headquaters
915 Salem Avenue
Dayton, Ohio 45406
(937) 222-2172
naacpdayton3181@sbcglobal.net