



The Miami-Dade Branch of the NAACP Presents





ABOUT THE NAACP

We are...

- Nation's premier civil rights organization serving since 1909
- The largest, and most widely recognized civil rights organization.
- There are approximately 2,200 adult branches, youth councils, and college chapters in 50 states, 5 countries and the District of Columbia,
- The mission of the National Association For The Advancement Of Colored People (NAACP) is to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons.
- Locally we have two branches:
 - Miami-Dade and South Dade
 - Youth Council
 - Host of college chapters

Our objectives...

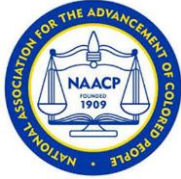
- To ensure the political, educational, social, and economic equality of all citizens
- To achieve equality of rights and eliminate race prejudice among the citizens of the United States
- To remove all barriers of racial discrimination through democratic processes
- To seek enactment and enforcement of federal, state, and local laws securing civil rights
- To inform the public of the adverse effects of racial discrimination and to seek its elimination
- To educate persons as to their constitutional rights and to take all lawful action to secure the exercise thereof, consistent with the NAACP's Articles of Incorporation and Constitution.

Our focus...

- To address the major areas of inequality facing African Americans
 - Economic Sustainability
 - Education
 - Health
 - Public Safety and Criminal Justice
 - Voting Rights and Political Representation
 - Expanding Youth and Young Adult Engagement
 - 2020 Census

Getting Out The Count (GOTC) Strategies for outreach





Inform.

The United States Constitution requires that the nation's population is counted every ten years to ensure equal representation for all communities.

The NAACP is committed to ensuring the 2020 Census is a fair census.

- Churches (Pastors with a Passion)
- Daycare centers
- Returning Citizens
- Senior Citizens
- Youth and Young adults
- Homeowner Associations
- Barbers & Cosmetologists
- Affordable Housing Communities
- Fraternities and Sororities
- Shelters for homeless & Veterans
- Small businesses in the Urban Core
- WIC Offices
- Community athletic events

GET COUNTED!

As per the U.S. Constitution, the government **MUST** count every person living in the country every ten years. That means **Citizens and Non-Citizens!**

WHAT'S AT STAKE?

We will lose billions of dollars for hospitals, public housing, schools, and transportation OR two elected representatives, if we don't complete a Census form for each family!



YOU CAN HELP!

- Pledge to complete your Census form starting April 1, 2020!

- Opt-in and sign-up for Census updates by visiting the following link <https://naacp.org/fair-census>

#WeCount #WeWin



NAACP

Miami-Dade Branch

WHEN WE FIGHT WE WIN

CONNECT

miamidadenaacp.com



@miamidadenaacp

1-877-NAACP-09



Connect & Engage.

It is vitally important that everyone is counted. Communities of color have historically been undercounted in the United States of America.

Organize and conduct Census Teach-ins*

**an informal lecture and discussion or series of lectures on a subject of public interest*

Promote – #IMatterCountMe #GOTC
#CensusSaturdays #USCensus #CountMeIn

Create Social Media Campaigns with targeted emphasis on the US Census

Opt-in and sign-up for Census updates via
<https://naacp.org/fair-census/> (Count Me In)

Communicate

- Why the census is important,
- What Federal programs the census implicates,
- How much funding our state receives in federal expenditures,

Launch #IMatterCountMe podcast as an additional tool to inform locals- millennials



Mobilize & Activate.

**You have the power to make
a great impact, so use it!**

- Establish Census Pop-Ups
(every last Saturday of the month
at various locations within the
Targeted Urban Areas)
- Identify key members of our local
branches to serve as
neighborhood captains to carry
out the objectives and strategies
- Build coalition with organizations
that serve communities within
HTC (hard to count) census
tracts: sign-up here
<https://www.naacp.org/im-ready-help-register-voters/>



Complete.

Every American should be counted, and the NAACP will be at the forefront of making sure that happens.

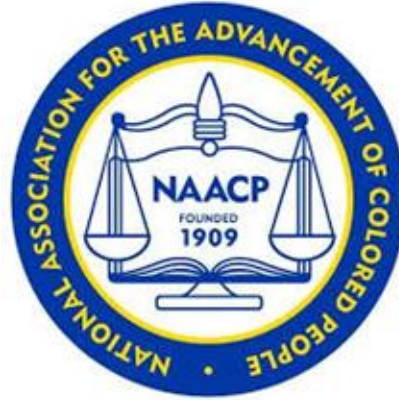
- Online
- In-print
- By mail
- April 1, 2020 – Census Day
- Access outcomes

CENSUS
2020

#WECOUNT
#WEWIN



GET COUNTED!



Miami-Dade Branch of the NAACP

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