

NAACP TEXAS STATE CONFERENCE

POLITICAL ACTION COMMITTEE

November 2026

Election Strategy

Civic Engagement Guidelines for Unit Activation, Voter Mobilization, and Community Power

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FOR INTERNAL PLANNING USE ONLY

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Executive Summary

This strategy is designed to convert civic participation into habit through early, consistent, and community-centered engagement. Guided by the mission of the NAACP, with significant focus on the Centers of Innovation, this plan activates units beginning in May through onboarding and volunteer recruitment, prioritizes new and infrequent voters, and implements a proven voter engagement model built on identifying target voter groups and delivering a minimum of three timely touches per household through a combination of robo calls, phone banks, mailings, door knocking, and other canvassing methods. The activities outlined in this plan are recommended guidelines, not mandates. We recognize that our units are powered by dedicated volunteers with varying levels of capacity and resources. However, the urgency of this moment demands that every unit rise to the highest standard it can achieve. Motivation is the fuel that will carry us forward, and we encourage every unit leader to approach this work with the energy and determination it deserves.

This plan includes comprehensive partnership frameworks aligned with NAACP national partners (including faith-based institutions and churches that are essential to many of our units), a social media content strategy for civic education, Volunteer Deputy Voter Registrar (VDVR) guidelines embedded into unit operations, unit and partnership recognition awards, structured partner engagement calls, an election protection framework led by the Legal Redress Committee, and a statewide accountability framework. The Political Action Committee will take the lead in assembling this plan's components, with active participation from the Religious Affairs, Civic Engagement, and Legal Redress Committees. All messaging, strategies, and recommendations developed through this collaborative process will be submitted to the State Conference President or Executive Committee for authorization prior to distribution, in compliance with NAACP bylaws, training, and insurance requirements. Messages distributed from the National Office do not require this additional step. As a nonpartisan organization, all units are reminded that the NAACP cannot work with partisan entities, and all partnerships must be approved by the National Organization. Together, these components position the NAACP Texas State Conference as the leading civic infrastructure for Black voter mobilization in the state. The State Conference should also actively seek funding to support these activities and reduce unfunded expectations on volunteer units.

KEY PLAN COMPONENTS

Unit activation and statewide alignment (May - November 2026)

Comprehensive partnership framework with a wide array of partners (national, professional, and civic coalition partners)

Social media content strategy for civic education and voter engagement

VDVR recruitment, training, and deployment as a strongly recommended unit activity

Unit reporting form for standardized data collection and accountability tracking

Member Candidate Booklet to elevate NAACP and partner organization members running for office
Partner resource promotion (League of Women Voters voter guides, coalition tools)
Monthly partner engagement calls and quarterly reviews
Unit and Partnership Awards program to drive accountability
Vote protection deployment and Election Day operations
Statewide accountability framework with measurable outcomes to build upon post Election Day

Strategic Foundation: Centers of Innovation

All civic engagement activities are guided first and foremost by the mission of the NAACP. The four Centers of Innovation serve as strategic pillars with significant focus in guiding messaging, partnerships, and community programming, but units should not feel limited to these pillars alone. The full breadth of the Association's mission should inform every aspect of this work.

Center of Innovation	Civic Engagement Alignment
Center for Health Equity	Health-related voter education, Medicaid expansion messaging, community wellness events
Center for Opportunity, Race, and Justice	Criminal justice reform messaging, voter restoration outreach, economic mobility campaigns
Center for Education Innovation	HBCU voter drives, school board engagement, civic education programming in K-12
Center for Environmental and Climate Justice	Environmental justice voter guides, climate policy education, community forums

National NAACP Priority Districts and Unit Alignment

The following congressional districts have been identified as national priority areas for voter engagement. Units within these regions should receive enhanced resource allocation, dedicated training, and partnership support.

Priority District	Strategy Focus
Houston Region (TX-09)	High-volume outreach, faith engagement, urban mobilization
Dallas Region (TX-32)	Education messaging, suburban outreach, hybrid engagement
Austin/San Antonio (TX-35)	Young voters, civic education, campus engagement
South Texas (TX-28)	High-touch outreach, trust building, language accessibility

Operating Model

This section defines who does what. The operating model establishes clear ownership between the State PAC (strategy, resources, coordination) and units (execution, community presence, reporting). Every subsequent section of this plan flows from these responsibilities.

State Political Action Committee Responsibilities

Function	Details
Strategy and Planning	Develop and maintain statewide civic engagement strategy in collaboration with the Religious Affairs, Civic Engagement, and Legal Redress Committees; set monthly themes and targets. All messaging and strategy recommendations will be submitted to the State Conference President or Executive Committee for authorization prior to distribution
Monthly Resource Packets	Theme, target voters, outreach goals, civic activations, social content, scripts, event templates
Training and Tools	Coordinate VAN training, VDVR certification support, voter registration verification training, unit training series
Messaging and Partnerships	Develop statewide messaging; manage partner relationships; host monthly partner calls
Social Media Content	Create and distribute branded PSA graphics, informational content, field highlight templates, and member spotlight templates for unit amplification
Unit Reporting Form and Dashboards	Develop and maintain digital reporting form and centralized dashboards for accountability tracking. Actively seek funding opportunities to support civic engagement activities and reduce unfunded expectations on volunteer units
Member Candidate Booklet	Compile, design, and distribute the Member Candidate Booklet from unit-submitted data

Monthly PAC Meeting	Full committee meeting for strategy review and adjustment
Monthly Unit Check-In	Progress review, volunteer tracking, challenges, best practices, resource packet distribution
Voter Protection	Coordinate poll watchers, attorneys, hotline operations, and Election Day deployment

Unit Responsibilities: General Operations

Units are the heart of this plan. The following responsibilities are strongly recommended guidelines for all units. We recognize that capacity varies across our volunteer-driven organization, and not every unit will be able to execute every activity at the same scale. What matters is that every unit engages with purpose, urgency, and a commitment to progress. The motivation to do this work is just as important as the work itself. Activities such as phone banking can be conducted at no cost using tools like VAN, which is why VAN training is essential. Volunteer recruitment is equally critical, as it expands each unit's ability to execute without additional budget. Units are encouraged to track progress through the unit reporting form and monthly check-ins.

Responsibility	What This Means	Cadence
Voter Outreach	Execute phone banks, text banks, block walking, and door-to-door canvassing per monthly blueprint	Recommended: 2 phone banks, 2 text banks, 2 field activities per month (adjust based on unit capacity)
VDVR Compliance	Meet unit VDVR minimums; deploy VDVRs at every event; track registrations in VAN	Ongoing; July 31 compliance deadline
Volunteer Management	Recruit, onboard (within 7 days), assign, and retain volunteers; follow up within 48 hours of sign-up	Ongoing; weekly engagement opportunities
Community Forums and Events	Host or co-host monthly community forums, civic education sessions, and candidate debates	Recommended: 2 community activations per month (adjust based on unit capacity)

Partnership Activation	Activate local partnerships; co-host events with at least 1 partner per month; promote partner resources	Recommended: 1 partner co-hosted event per month
Vote Protection	Recruit poll workers; support poll watcher deployment; educate community on provisional and limited ballots	Ongoing; peak in October - November
General Body Meeting Integration	Include civic engagement report, VDVR registration station, civic education presentation, and volunteer CTA at every general body meeting	Every general body meeting
Unit Reporting Form Submission	Complete a brief reporting survey (less than two minutes) accessible via a link on the NAACP Texas website. The survey captures key metrics including VDVR roster, volunteer data, partnership activity, and member candidates	Initial by May 31; brief updates submitted on a regular basis via the website survey link
Awards Participation	Track all metrics in VAN and reporting form; data feeds unit and partnership awards program	Ongoing through October 31 cutoff

Unit Responsibilities: Social Media

Social media is a highly recommended tool for unit-level engagement and amplification. While not every unit may have the same capacity for social media, it is one of the most cost-effective ways to reach voters and community members. We strongly encourage all units to actively post, share, and amplify content on their own channels using the content strategy, pillars, and cadence defined in the Social Media Content Strategy section of this plan. The State Conference will survey units on their current social media capacity and explore ways to support social media activity at no additional cost to the units. The June Training Series will include social media training specifically designed to build this capacity for units that may not be as familiar with these tools, equipping them for the civic engagement period and beyond.

Responsibility	What This Means	Cadence
Post State-Provided Content	Share PSA graphics, informational carousels, and branded content provided by the State PAC in monthly resource packets	Same day or within 24 hours of distribution
Create Field Highlights	Capture and post photos, Reels, and Stories from unit events: canvassing, registration drives, forums, phone banks, block walks	Every event; post same day
Amplify Partner Content	Share and tag partner organization content; cross-promote co-hosted events	As events occur
Promote Partner Voter Resources	Share League of Women Voters voter guides, Vote.org tools, and other partner resources on unit channels	September - November (peak); ongoing as available
Engage with Stories and Live Content	Use Instagram/Facebook Stories for countdowns, polls, event reminders; participate in or host IG Lives for civic education and candidate engagement	Daily Stories during peak; 1-2 IG Lives per month during surge/peak
Maintain Posting Cadence	Meet minimum posting targets: 3-5 posts/week (Build), 5-7/week (Surge), daily (Peak)	Per phase; see Posting Cadence table in Social Media section
Tag and Credit	Tag State Conference, partners, and relevant organizations on all posts; use campaign hashtags consistently	Every post

Unit Structure and Strategies

Unit Roles

Role	Status	Responsibilities
Political Action Chair (GOTV Lead)	Essential	Overall unit civic engagement leadership, VDVR management, reporting, coordination, and accountability
Volunteer Coordinator	Recommended	Recruit, onboard, assign, and retain volunteers
Communications Lead	Recommended	Local social media, email, and community messaging

VDVR Recommendations for Units

Volunteer Deputy Voter Registrars are the backbone of grassroots voter registration in Texas. Because Texas does not offer online voter registration, VDVRs are the primary pathway for registering voters in the community. We strongly encourage every unit to work toward meeting the recommended VDVR guidelines below. Building VDVR capacity is one of the most impactful steps a unit can take, and the motivation to achieve these targets will directly translate into registered voters in our communities.

WHY VDVRs ARE ESSENTIAL
Texas has NO online voter registration. Without VDVRs, units cannot register voters on the spot.
VDVRs bring voter registration directly to community events, church services, campus activities, and canvasses.
Every missed registration opportunity is a missed vote in November.
VDVR capacity is a direct measure of a unit's ability to execute civic engagement. Every unit that builds this capacity is investing in the future of its community.

Unit VDVR Minimums

Unit Size	Recommended VDVRs	Stretch Target
Small (under 100 members)	5	8

Medium (100 - 300 members)	8	15
Large (300+ members)	15	25+

How to Become a VDVR in Texas

VDVR CERTIFICATION PROCESS
Must be at least 18 years old, a U.S. citizen, and a Texas resident
Must not have been finally convicted of a felony (unless sentence fully completed) or identity theft
Contact the county voter registrar to schedule training
Complete a one-hour training session (in-person or virtual, depending on county)
Pass an examination if required by the county (varies; some require 90% or higher)
Receive a Certificate of Appointment valid through December 31 of even-numbered years
Current 2025-2026 appointments expire December 31, 2026
VDVRs must deliver completed applications to the voter registrar within 5 days of receipt (failure is a criminal offense)
Cross-county reciprocity: VDVRs certified in one county can apply in additional counties by presenting their current certificate

VDVR Deployment Expectations

- Deploy VDVRs at every NAACP event, general body meeting, and community forum
- Partner with faith organizations for voter registration Sundays
- Staff VDVRs at community health fairs, back-to-school events, and neighborhood festivals
- Track all registrations in VAN and report monthly to the State PAC

Monthly General Body Meeting Integration

- Civic engagement progress report with metrics dashboard
- Voter registration and verification station (staffed by VDVR)
- Civic education module presentation (rotating monthly)
- Volunteer recruitment call to action
- Upcoming election actions and assignments

Volunteer Recruitment and Retention

- Create a system to database volunteer sign-ups with contact info, skills, and availability

- Recruit via social media, email, events, faith organizations, Divine 9, and partner channels
- Follow up within 48 hours of sign-up
- Onboard and assign tasks within 7 days
- Provide weekly engagement opportunities
- Recognize top volunteers monthly (see Awards section)

Community Engagement Strategy

- Voter registration and address updates at every community touchpoint
- Monthly forums (in-person and/or virtual) featuring civic education content
- Candidate forums and debates (nonpartisan, issue-focused)
- Civic education programming: how to vote, why voting matters, duties and powers of office. Units are encouraged to identify target voter groups in their communities and design outreach programs that deliver a minimum of three timely touches per household, which can include robo calls, phone bank calls, mailings, door knocking, or other canvassing. Training on how to identify and reach target audiences will be covered in the June Training Series

Vote Protection and Election Protection Strategy

- The Legal Redress Committee will lead the election protection efforts for the State Conference, ensuring that our communities are informed about their rights and that any issues at the polls are addressed swiftly. Units should inform their communities about election protection resources and the statewide hotline (1-800-252-VOTE). The following activities are recommended:
- Poll worker recruitment (prioritize NAACP members and volunteers)
- Poll watcher deployment to priority precincts
- Attorney engagement for Election Day legal support
- State hotline activation and escalation protocols
- Provisional and limited ballot education for all poll workers and watchers

Ideal Unit Blueprint (Monthly Guidelines)

Activity	Recommended Monthly Guidelines
Phone Banks	2 sessions
Text Banks	2 sessions
Field Activities (block walking, canvassing)	2 sessions
Community Activations (forums, registration drives)	2 events
Social Media Posts and/or Ads	10 - 15 posts

VDVR Registration Events	2 events
Partner Co-Hosted Events	1 joint event minimum (as capacity allows)

The targets above represent an ideal monthly blueprint. Units should adapt these guidelines based on their size, volunteer base, and available resources. Below are examples of how units at different capacity levels might approach this work:

Small Unit (under 100 members): Focus on 1 phone bank, 1 field activity, and 1 community activation per month. Leverage free tools like VAN for phone banking. Pair with a neighboring unit for joint events when possible. Aim for 3 social media posts per week using State-provided content.

Medium Unit (100-300 members): Target the full recommended blueprint: 2 phone banks, 2 text banks, 2 field activities, and 2 community activations per month. Activate 1-2 local partnerships. Maintain a consistent social media presence of 3-5 posts per week with a mix of State-provided and original content.

Large Unit (300+ members): Exceed the recommended blueprint with additional phone banks, expanded field operations, and multiple partner collaborations. Serve as mentors to smaller units in your region. Lead by example with robust social media engagement and original content creation. Champion the three-touch voter engagement model by identifying target voter groups and designing a program that reaches each household at least three times through a strategic combination of outreach methods.

The three-touch voter engagement model (identifying a target group of voters and designing a program with three timely contacts per household through any combination of robo calls, phone bank calls, mailings, door knocking, or other canvassing) is a proven approach that our organization has used to masterful effect. Units will learn more about how to identify target audiences and implement this model through the June Training Series. Remember: every touch point matters, and the motivation behind each contact is what turns a voter into a participant.

Communications Strategy: A Unified Voice

Level	Role	Actions
National	Messaging Direction	Provide overarching campaign themes, approved messaging, and national toolkits
State	Content Creation	Develop Texas-specific content, social media assets, and scripts
Units	Local Amplification	Distribute content, localize messaging, engage community through personal networks

Training and Tools

Core National Tools

- VAN: voter targeting, outreach tracking, reporting, and registration verification
- Vote.org: voter verification, polling locations, ballot preview, registration tools
- National NAACP resources: scripts, messaging toolkits, and campaign frameworks

NAACP Texas June Training Series

The following training series is offered by the NAACP Texas State Conference to build unit knowledge and increase capacity. This content is supplemental to, and distinct from, any training provided by the National Office. These sessions are designed to support the continuous progress of our units, particularly in areas such as social media engagement, which many units may not be as familiar with but which can serve as a powerful and cost-free tool during the civic engagement period and beyond. Investing time in these trainings is an investment in your unit's effectiveness and your community's future.

Week	Training Topic
Week 1	Phone and Text Banking: Setup, scripting, compliance, and reporting
Week 2	Volunteer Management and Retention: Recruitment pipelines, engagement cadence, recognition

Week 3	Field Engagement: Block walking preparation, canvass operations, safety protocols
Week 4	Messaging, Communications, Social Media, and Compliance: Approved messaging, social media setup and best practices for units, content creation basics, legal compliance. This session is specifically designed to build social media capacity for units that may be less familiar with these tools

Additional Training Topics

The following topics will be covered through supplemental training sessions, webinars, or integrated into unit check-in calls:

Training Topic	Description	Delivery
Voter Registration Verification	How to use VAN, Vote.org, and SOS Am I Registered portal to verify member and community registration status; database sweep process	Webinar + written guide
Database Verification Process	Export member lists, cross-reference VAN, flag unregistered contacts, assign follow-up, report to State PAC	Webinar + step-by-step protocol
Provisional and Limited Ballot Education	What triggers a provisional or limited ballot; voter rights at the polls; how to educate community members	Webinar + one-pager for distribution
Poll Worker and Poll Watcher Prep	Roles, responsibilities, legal boundaries, and escalation procedures	Virtual session

VAN Training: May 28, 2026, 7:30 PM EST (Unit PAC Chairs only)

Comprehensive Partnership Framework

Partnerships are an extension of our capacity, enabling a greater reach for NAACP civic engagement. This section outlines national NAACP partners, priority partnership categories, and a structured engagement model for state and unit-level collaboration. As a reminder, the NAACP is a nonpartisan organization. Units cannot work with partisan entities, and all partnerships must be approved by the National Organization.

National NAACP Partners

The following organizations are recognized national partners of the NAACP. Units should leverage these relationships for co-branded events, shared messaging, and volunteer pipeline development.

Divine 9 Organizations

- Alpha Phi Alpha Fraternity, Inc.
- Alpha Kappa Alpha Sorority, Inc.
- Delta Sigma Theta Sorority, Inc.
- Omega Psi Phi Fraternity, Inc.
- Kappa Alpha Psi Fraternity, Inc.
- Sigma Gamma Rho Sorority, Inc.
- Zeta Phi Beta Sorority, Inc.
- Phi Beta Sigma Fraternity, Inc.
- Iota Phi Theta Fraternity, Inc.

Fraternal and Service Organizations

- Ancient Egyptian Arabic Order of the Nobles of the Mystic Shrine (AEAONMS)
- The Improved Benevolent Protective Order of Elks of the World (IBPOEW)
- Chi Eta Phi Sorority, Inc.
- National Association of Real Estate Brokers (NAREB)

Priority Partnership Categories for Texas Units

Each unit should cultivate partnerships across the following categories. The State PAC will provide partnership templates, co-branded content, and MOUs to support unit-level activation.

Category	Example Partners	Engagement Type
Faith-Based Organizations	Local churches, ministerial alliances, interfaith councils. Churches are essential to many of our units and should be actively integrated into civic engagement activities including voter registration drives, Souls to the Polls efforts, transportation coordination, and community education forums. Units are strongly encouraged to cultivate and strengthen relationships with their local faith communities as a cornerstone of this work	Voter registration Sundays, transportation, Souls to the Polls, community forums, volunteer recruitment, and Election Day support
Divine 9 Organizations	Local chapters of all 9 organizations	Co-hosted voter drives, joint phone/text banks, social media amplification
Civic and Advocacy Organizations	League of Women Voters, LULAC, OCA - Asian Pacific American Advocates, Jolt Action, NextGen America, Urban League, Texas Civil Rights Project	Voter education forums, candidate debates, legal support, voter guide distribution, cross-community coalition building
Professional and Service Organizations	The Links, Incorporated, National Coalition of 100 Black Women (NCBW), National Society of Black Engineers (NSBE), National Bar Association (NBA), National Black MBA Association (NMBBAA), National Association of Black Journalists (NABJ), National Association of Black Accountants (NABA), National Organization of Black Law Enforcement Executives (NOBLE)	Professional network voter registration, civic education at conferences and chapter meetings, member candidate visibility, issue-based engagement, community service alignment

Health and Social Services	Community health centers, FQHCs, social services agencies	Voter registration at health fairs, health equity messaging
Youth and Young Adult Organizations	Jack and Jill, Boys and Girls Clubs, 100 Black Men, Emerging 100, Jolt Action, NextGen America, Top Teens, Top Ladies of Distinction	Youth voter engagement, civic education for 16-17 year olds, first-time voter programming, campus organizing
Media and Communications	Black-owned media outlets, community radio, local influencers	Earned media, voter education content distribution, social media partnerships
Business and Economic Development	Black Chambers of Commerce, NAREB local chapters, small business associations	Economic messaging, business community voter registration, sponsorships
Veterans and Military	American Legion, VFW, VA Centers for Minority Veterans	Veteran voter outreach, voter restoration education for justice-involved veterans
Labor and Workers Organizations	AFL-CIO Texas, SEIU, local trade unions	Worker-focused voter outreach, issue-based engagement, canvassing support
Education	Texas Association of Black School Educators	Education-focused voter outreach, civic education programming, student and family engagement, and school-based voter registration initiatives

Monthly Partner Engagement Calls

Call Element	Details
Frequency	Monthly (TBD)
Participants	State PAC leadership, unit PAC chairs, partner representatives
Agenda	Campaign updates, resource sharing, co-branded event coordination, best practice exchange
Follow-Up	Written recap with action items distributed within 48 hours
Quarterly Review	Full partnership review every 90 days with data on joint activities and voter contacts

Partnership Responsibilities

Level	Responsibilities
State PAC	Identify and secure statewide partnerships; provide partnership templates and MOUs; develop co-branded campaigns; host monthly partner calls
Units	Activate local partnerships; co-host events and voter drives; leverage partner communication channels; report on partnership activities monthly

Partner Resource Promotion

Units and the State PAC should actively promote voter education resources produced by partner organizations. These resources extend our reach and credibility without duplicating effort. Key partner resources to share across all unit channels include:

Partner Resource	How to Use
League of Women Voters - Voter Guides	Share LWV voter guides with all members and on social media during September and October; include links in email newsletters and at community forums
Vote.org - Registration and Verification Tools	Embed Vote.org links in all digital communications; use at general body meetings and events for on-the-spot verification
Texas Civil Rights Project - Know Your Rights Materials	Distribute at community forums and voter protection training; share on social media during early voting and Election Day
Jolt Action - Youth Voter Resources	Share with NAACP Youth Councils and campus chapters; co-promote youth-focused events
NextGen America - Young Voter Mobilization Tools	Leverage for campus outreach and first-time voter programming
OCA - Asian Pacific American Advocates - AAPI Voter Resources	Share cross-community voter resources; co-promote joint civic engagement events
LULAC - Latino Voter Education Materials	Distribute in areas with significant cross-community engagement; co-promote bilingual voter education content

Unit Reporting Form and Data Collection

A standardized reporting form is the foundation of consistent data collection, unit accountability, and member visibility. The State PAC will develop and distribute a digital intake form that units complete on a recurring basis to capture key operational data, volunteer capacity, and member candidate information.

Unit Reporting Form: What It Captures

Each unit will complete the reporting form at onboarding (May) and provide regular updates through the campaign cycle via a brief survey accessible on the NAACP Texas website. The survey takes less than two minutes to complete and captures the following:

Data Category	Fields Captured	Purpose
Partner Information	Unit name, location, PAC Chair contact, membership count	Maintain partner directory and coordination contact
Outreach Activity	Calls, texts, doors completed (VAN)	Track voter contact and field activity
Volunteer Activity	Volunteers recruited, active, retained; skills and availability	Monitor volunteer pipeline and deployment
Past Events and Partnerships	Events hosted, co-hosted, attendance, partner involvement	Measure engagement and partnership execution
Upcoming Events	Planned events, date, location, target audience, support needed	Enable visibility, coordination, and state-level support
Communications Performance	Social media analytics, email open/click rates	Evaluate message reach and effectiveness
VDVR Activity	Registrations completed, VDVR roster, certification status	Track registration progress and ensure compliance
Partnership Impact	Voters reached through partners	Assess effectiveness of partnerships
Members Running for Office	Candidate name, office sought, district, election date, campaign contact	Support candidate tracking and visibility

Poll Worker Recruitment	Number of poll workers recruited and status	Track election readiness and staffing
Resource Needs	Requests for materials, training, or support	Enable targeted support and resource allocation

Partner Reporting Form: What It Captures

Each partner will complete the reporting form at onboarding (May) and provide regular updates through the campaign cycle. The form captures the following:

Data Category	Fields Captured	Purpose
Partner Information	Organization name, primary contact, contact email/phone, geographic reach	Maintain partner directory and coordination contact
Outreach Activity	Calls, texts, doors completed (VAN)	Track voter contact and field activity
Volunteer Activity	Volunteers recruited, active, retained; skills and availability	Monitor volunteer pipeline and deployment
Past Events and Partnerships	Events hosted, co-hosted, attendance, partner involvement	Measure engagement and partnership execution
Upcoming Events	Planned events, date, location, target audience, support needed	Enable visibility, coordination, and state-level support
Voter Registrations	Number of registrations completed or supported	Track partner contribution to registration goals
Voter Education Efforts	Workshops, forums, or educational content delivered	Monitor civic education impact
Communications Amplification	Social posts, email sends, campaign promotions	Measure message amplification across partner networks
Voters Reached	Estimated individuals reached through outreach, events, or digital efforts	Quantify total partner impact

Volunteer Engagement	Volunteers mobilized or deployed (if applicable)	Understand partner capacity and engagement level
Collaboration with NAACP Units	Joint events, shared initiatives, or coordinated efforts	Track alignment and partnership integration
Resource Needs	Support requested (materials, training, speakers, etc.)	Enable targeted support and strengthen partnerships

Reporting Form Logistics

Element	Details
Format	Digital form (NAACP Texas Website) with data flowing into a centralized State PAC dashboard
Initial Submission	Due by May 11, 2026 (onboarding phase)
Monthly Updates	Submitted on a regular basis via a brief survey link on the NAACP Texas website (less than two minutes to complete)
Responsible Party	Unit PAC Chair submits on behalf of the unit

State PAC Use:

- Maintain accountability dashboards tracking unit performance
- Support awards and recognition programs
- Allocate resources and provide targeted unit support
- Develop the Member Candidate Booklet and promotional content
- Guide strategic outreach and voter engagement efforts

Member Candidate Booklet

The State PAC will compile information from the intake form on NAACP members and partners running for elected office into a printed and digital Member Candidate Booklet. This booklet serves as a nonpartisan resource to elevate civic participation by NAACP members and ensure visibility across the organization and its partner network.

MEMBER CANDIDATE BOOKLET: KEY DETAILS
Compiled from intake form data submitted by units
Includes candidate name, office sought, district, election date, brief bio, and campaign contact info
Designed as a branded, shareable booklet (print and digital PDF)
Distributed to all units, partner organizations, and shared on social media
Updated quarterly (initial release in July, final edition in October)
Content is nonpartisan; booklet highlights civic participation, not endorsements
Units are responsible for ensuring member candidate information is submitted via the intake form
State PAC handles design, production, and distribution

Social Media Content Strategy: Civic Education Series

This section provides a structured social media content calendar for civic education. Content is organized by theme and month, aligned with the engagement roadmap, and designed for distribution across Website, Instagram, Facebook, X (Twitter), and TikTok. All content should carry a consistent branded series identity (e.g., "Know Your Vote TX"). For unit-specific social media responsibilities and posting expectations, see Unit Social Media Responsibilities under Operating Model.

Monthly Content Themes and Post Ideas

Month	Theme	Sample Post Topics	Format
May	Why Your Vote Matters	History of Black voter suppression in TX; power of local elections; what's on the November ballot	PSA graphics, informational carousel, short video, quote graphics
June	How to Register to Vote in Texas	Step-by-step registration guide; VDVR explainer; myth vs. fact (online registration); felony conviction and voting rights; Juneteenth-themed civic content	PSA graphics, informational infographic, Reels/TikTok, IG Live Q&A
July	How Elections Work in Texas	Primary vs. general election; early voting explained; what happens at the polls; acceptable photo ID list; what is a party primary?	Informational carousel, PSA graphics, IG Live, webinar, interactive Stories poll
August	Know Your Ballot + Members Running for Office	What offices are up in November 2026; why down-ballot races matter; spotlight NAACP members running for office; sample ballot walkthrough	PSA graphics, member spotlight graphics, Reels, IG Live interviews, shareable one-pager
September	Registration Deadline Countdown	Deadline reminders (30 days out); National Voter Registration Day content; how to check your registration status; address change instructions; field highlights from registration drives	Countdown PSA graphics, field highlight Reels, IG Live, Stories stickers
October	Early Voting and Ballot Deep Dives	Early voting dates and locations; limited ballot explainer; provisional ballot PSA; voting by mail eligibility; Souls to the Polls	PSA graphics, field highlight Reels, video testimonials, IG Live, partner co-branded posts, webinar

		promo; field highlights from canvassing	
Late Oct	Get Out the Vote	Final turnout push; transportation info; group voting events; "I Voted" content; Black Voter Day and Vote Early Day; field highlights	Field highlight Reels, IG Live, Stories, live streams, partner amplification
Nov	Election Day and Beyond	Election Day logistics and rights; what to do if turned away; post-election impact recap; thank you content; field highlights from Election Day	Live updates, IG Live, field highlight Stories, recap carousel, PSA graphics

Content Pillars

All social media content should align with one of the following content pillars to maintain consistency and brand alignment:

Pillar	Purpose	Examples
Educate (PSA / Informational)	Build voter knowledge and civic literacy through branded PSA and informational graphics	PSA graphics on registration deadlines, how-to infographics, myth vs. fact carousels, Texas election explainers, ID requirement graphics
Activate	Drive specific actions (register, verify, vote)	Registration CTAs, deadline countdowns, early voting location posts, RSVP to events, webinar registration links
Spotlight: Members Running for Office	Elevate NAACP members who are running for elected office; share across all units and partner organizations	Candidate announcement graphics, IG Live interviews with candidates, "Meet the Member" video series, unit-level sharing to all member and partner networks
Field Highlights	Showcase the work happening on the ground to build energy and social proof	Photos and Reels from canvassing, registration drives, community forums, phone banks, block walks, and Souls to the Polls events
Celebrate	Recognize community contributions and build momentum	Volunteer spotlights, unit highlights, "I Voted" stories, award announcements, partner appreciation posts
Partner	Amplify reach through shared content with partner organizations	Co-branded posts with Divine 9, faith orgs, HBCUs; partner event promotions; joint IG Lives

Content Format Types

Units and the State PAC should use a mix of the following content formats to maintain audience engagement and reach across platforms:

Format	Description and Use
PSA Graphics	Branded public service announcement graphics for key dates, deadlines, voter rights, and civic education facts. Should be shareable and on-brand.
Informational Graphics / Infographics	Data-driven or process-driven visuals (e.g., step-by-step registration guide, acceptable ID list, how early voting works). Designed for saves and shares.
Carousels	Multi-slide Instagram/Facebook posts for deeper education topics (e.g., how elections work, know your ballot, myth vs. fact).
Reels / TikTok / Short Video	15-60 second videos for quick civic education, field highlights, volunteer spotlights, and trending content.
Instagram Lives / Facebook Lives	Live sessions for Q&A with election officials, candidate interviews (members running for office), webinar-style civic education, and real-time event coverage.
Webinars	Longer-form virtual sessions (30-60 min) for in-depth civic education, VDVR training overviews, candidate forums, and partner engagement. Promote via social media; record and repurpose clips.
Field Highlights	Real-time or same-day photos, videos, and Stories from the field: block walks, registration drives, community forums, phone banks, Souls to the Polls, and Election Day.
Stories (Instagram/Facebook)	Daily ephemeral content for countdowns, polls, behind-the-scenes, event reminders, and quick updates.
Quote Graphics	Shareable graphics featuring impactful quotes on voting, civic duty, and community power.
Member Spotlight Graphics	Branded templates to highlight NAACP members running for office, top volunteers, and unit leaders. Should be shared across all units and partner channels.

Posting Cadence

Phase	Recommended Posting Frequency (Adjust Based on Unit Capacity)
May - July (Build Phase)	3-5 posts per week; 1 IG Live or webinar per month; field highlights from every event
August - September (Surge Phase)	5-7 posts per week; daily Stories; 2 IG Lives per month; weekly field highlights; member candidate spotlights
October - Election Day (Peak Phase)	Daily posts; 2-3 Stories per day; weekly IG Lives; daily field highlights; live content on key dates
Post-Election	2-3 posts per week (recap, thank you, impact); field highlights from Election Day

Platform-Specific Guidance

Platform	Strategy
Instagram	Primary visual platform; PSA graphics and infographics for feed; carousels for education; Reels for field highlights and short explainers; IG Lives for candidate interviews, civic ed Q&A, and event coverage; Stories for daily engagement, polls, and countdowns
Facebook	Community reach; longer-form PSA posts, event promotion, partner tagging, group engagement, Facebook Lives for webinars and candidate forums, field highlight photo albums
X (Twitter)	Real-time updates, deadline PSA reminders, thread-style civic education, partner amplification, live-tweeting events and candidate forums
TikTok	Short-form video; trending audio civic education, "Did You Know" series, field highlight clips, behind-the-scenes at events, quick PSA videos
YouTube / Webinar Platforms	Host and archive longer webinars (VDVR overviews, candidate forums, civic ed deep

	dives); clip and repurpose for Reels, TikTok, and Stories
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Unit and Partnership Awards

Recognition drives performance. The NAACP Texas State Conference will award units and partners that demonstrate outstanding civic engagement results. Awards will be announced at the State Convention and through statewide communications.

Unit Awards

Award	Criteria	Recognition
Most Members Registered	Highest number of new voter registrations completed by unit VDVRs	Trophy, certificate, and feature in statewide communications
Most Active VDVRs	Highest number of certified and actively deployed VDVRs relative to unit size	Trophy, certificate, VDVR appreciation event
Most Poll Workers Recruited	Highest number of NAACP-affiliated poll workers placed for November election	Trophy, certificate, and recognition at State Convention
Most Voter Contacts	Highest total voter contacts (calls, texts, doors, events) tracked in VAN	Trophy, certificate, and State PAC commendation
Best Civic Education Programming	Most consistent and creative civic education delivery across forums, social media, and meetings	Trophy, certificate, content featured statewide
Strongest Volunteer Retention	Highest percentage of volunteers active from May through November	Trophy, certificate, volunteer appreciation gift

Partnership Awards

Award	Criteria	Recognition
Outstanding Community Partner	Partner organization that contributed the most to voter	Plaque, joint press release, and feature in statewide communications

	contact, registration, or mobilization	
Most Co-Hosted Events	Partner with the highest number of co-hosted civic engagement events	Plaque and recognition at State Convention
Most Voters Reached Through Partnership	Partner whose channels drove the highest voter contact numbers	Plaque and co-branded recognition

Awards Timeline

Phase	Activity
May - June	Announce awards program to all units and partners; establish tracking dashboards
July - September	Mid-cycle check-in; units receive progress reports and standings
October	Final data collection cutoff (October 31)
November (Post-Election)	Winners announced; awards presented at State Convention or special ceremony

NAACP Texas Civic Engagement Roadmap

Roadmap at a Glance

The following visual summarizes the six-month engagement arc from activation to Election Day and post-election assessment.

PHASE 1 MAY	Activate: Unit onboarding, volunteer recruitment, VDVR identification, awards program launch, first partner call
PHASE 2 JUNE	Train: 4-week training series, VDVR certification, early outreach begins, Juneteenth activation, social media series launches
PHASE 3 JULY	Build: Block walking begins, community forums launch, VDVR deployment, candidate forum planning, general body meeting integration
PHASE 4 AUG - SEP	Surge: Full outreach execution, partnerships activated, voter verification push, registration deadline surge, National Voter Registration Day
PHASE 5 OCTOBER	Mobilize: Daily outreach, early voting, Black Voter Day, Vote Early Day, transportation, peak communications, awards data cutoff
PHASE 6 NOV 3+	Execute and Assess: Election Day deployment, vote protection, hotline operations, post-election analysis, awards, after-action report

Detailed Monthly Timeline

May: Activation and Alignment

- Unit onboarding and alignment to statewide strategy
- Volunteer recruitment launch (social, email, community, faith, Divine 9)
- Volunteer pipeline setup and assignment structure
- VAN Training (May 28, 2026, Unit PAC Chairs only)
- Initial communications rollout (state to units)
- VDVR recruitment begins: PAC Chairs identify candidates in every unit
- Awards program announced to all units
- First partner engagement call
- State PAC Meeting and Unit Check-In

June: Training and Early Outreach

- 4-week state training series (phone/text banking, volunteer management, field engagement, messaging/compliance)
- Early voter outreach begins (calls and texts)
- Volunteer engagement cadence established
- Juneteenth activation (education, outreach, engagement)
- VDVR training sessions coordinated with county registrars
- Social media series launches: Why Your Vote Matters + How to Register
- Monthly Partner Call, State PAC Meeting, and Unit Check-In

July: Ground Game Launch

- Block walking and in-person outreach begins
- Community forums launch (minimum monthly)
- Candidate forum and debate planning begins
- Volunteer base scaling and assignment consistency
- Integration into monthly unit general body meetings
- VDVR deployment at all community events
- Social media series: How Elections Work in Texas
- Mid-cycle awards standings shared with units
- Monthly Partner Call, State PAC Meeting, and Unit Check-In

August: Full Execution

- Full outreach execution (calls, texts, doors weekly)

- Increased volunteer recruitment and retention efforts
- Partnerships fully activated (faith, Divine 9, civic organizations)
- Continued forums and civic education events
- Increased digital engagement and posting frequency
- Social media series: Know Your Ballot
- Monthly Partner Call, State PAC Meeting, and Unit Check-In

September: Verification and Surge

- Community-wide engagement events
- Voter education and verification push
- National Voter Registration Day activation
- Continued forums and debates (in-person and virtual)
- VDVR surge deployment for registration deadline push
- Social media series: Registration Deadline Countdown
- Monthly Partner Call, State PAC Meeting, and Unit Check-In

October: Mobilization and Early Voting

- Daily voter outreach (calls, texts, and field)
- Early voting mobilization efforts
- Black Voter Day activation
- Vote Early Day activation
- Transportation coordination and group voting efforts
- Peak communications cadence (state and unit alignment)
- Final awards data collection cutoff: October 31
- Final partner co-branded mobilization push
- Social media series: Early Voting + Get Out the Vote
- Monthly Partner Call, State PAC Meeting, and Unit Check-In

Late October: Final Push (Two Weeks Before Election Day)

- Daily voter contact across all channels
- Prioritize new and infrequent voters
- Final volunteer deployment
- Real-time outreach adjustments based on VAN data
- Community reminders and urgency messaging

Election Day: November 3, 2026

- Vote protection deployment (poll watchers, attorneys)
- Poll worker support and coordination
- Statewide hotline active for issue escalation (1-800-252-VOTE)
- Final voter contact and turnout push
- Election Day support and visibility
- Real-time issue tracking and legal support coordination

Post-Election: Assessment and Recognition

- Full data analysis: voter contacts, registrations, turnout impact
- Unit and Partnership Awards announced and presented
- After-action report compiled for State Executive Committee
- Best practices documented for future election cycles
- Partner appreciation and relationship maintenance

Projected Positive Impacts

When fully executed, this civic engagement strategy is designed to produce measurable, compounding results across voter registration, turnout, and organizational capacity. The following outcomes represent the projected positive impacts of sustained, accountable implementation.

Impact Areas

VOTER REGISTRATION	Significant increase in new voter registrations through expanded VDVR deployment at every unit event, campus drive, and faith-based activation. Units meeting VDVR minimums create a distributed registration infrastructure that reaches voters where they are.
VOTER TURNOUT	Higher turnout among new and infrequent voters through the proven three-touch engagement model (identifying target voter groups and reaching each household through at least three timely contacts), personalized outreach via phone/text/field, and early voting mobilization including transportation and group voting.
CIVIC LITERACY	Measurably more informed electorate through the social media civic education series, community forums, and general body meeting programming. Voters who understand the process are more likely to complete it.
UNIT CAPACITY	Stronger, more capable units with defined roles, trained volunteers, active VDVRs, and established partner relationships. Many of the activities in this plan, including phone banking through VAN, social media engagement, and volunteer recruitment, can be executed with little to no budget. Units that build this infrastructure in 2026 carry it forward into future cycles, and the motivation generated by this work becomes the foundation for sustained civic power.
PARTNERSHIP REACH	Expanded community reach through co-branded events, shared communications, and partner channels. Every activated partnership multiplies voter contact capacity without increasing unit budget.

ORGANIZATIONAL TRUST

Increased trust and visibility for the NAACP Texas State Conference as the go-to civic engagement organization in the Black community, driven by consistent presence, follow-through, and results.

Each element of this plan reinforces the others. VDVRs register voters who are then contacted through phone and text banks. Social media content drives event attendance. Partner channels expand reach beyond NAACP membership. Awards incentivize performance. And the accountability framework ensures that no unit operates in isolation. The result is not a collection of activities, but a system that builds voter power over time. But none of this works without motivation. The energy, commitment, and determination of our unit leaders and volunteers are what will bring this plan to life. When we show up with purpose and urgency, we create a movement that compounds with every voter registered, every door knocked, and every community forum held.

Accountability Framework

Accountability is the mechanism that converts strategy into results. This framework establishes clear expectations, tracking systems, and review cycles to help every unit reach its highest potential. It is designed to support and motivate units, not to penalize them, while maintaining the standard of excellence this moment demands. When we hold ourselves accountable, we honor the communities we serve.

How This Plan Drives Accountability

ACCOUNTABILITY CYCLE
1. SET EXPECTATIONS: Clear unit guidelines (VDVR recommendations, outreach targets, reporting cadence) established at onboarding in May
2. EQUIP UNITS: Training series, resource packets, VAN access, social media content, and partner templates provided by State PAC
3. TRACK PROGRESS: Regular metric reporting via brief survey and VAN; unit dashboards; monthly unit check-ins with State PAC
4. REVIEW AND ADJUST: Monthly PAC meetings assess unit performance; underperforming units receive targeted support
5. RECOGNIZE RESULTS: Awards program incentivizes top performance; mid-cycle standings create healthy competition
6. DOCUMENT AND LEARN: Post-election after-action report captures results, gaps, and best practices for future cycles

Accountability Touchpoints by Month

Month	Accountability Action	Owner
May	Unit onboarding with acknowledgment of recommended plan guidelines	State PAC + Unit PAC Chairs
June	Training completion tracking; VDVR certification progress review	State PAC
July	VDVR progress check against recommended targets (July 31)	State PAC
August	Full outreach metrics review; partnership activation check	State PAC + Units
September	Mid-cycle awards standings published; voter verification push review	State PAC
October	Regular performance tracking; final awards cutoff (Oct 31)	State PAC + Units
November	Election Day deployment tracking; post-election data analysis	State PAC

Appendices

Appendix A: Key Resources and Links

Resource	URL / Contact
Texas Secretary of State - Elections Division	1-800-252-VOTE (8683)
Vote.org Voter Registration Check	vote.org/am-i-registered-to-vote
NAACP VAN Access	Contact State PAC Chair for instructions and National trainings
VDVR Training (Secretary of State)	votetexas.gov/get-involved/volunteer-deputy-registrars.html
VDVR Guide (PDF)	sos.state.tx.us/elections/forms/vdr-guide.pdf
Texas Election Code	statutes.capitol.texas.gov/Docs/EL/htm/EL.1.htm
NAACP National Partners	naacp.org/take-action/partners

Appendix B: November 2026 Key Election Dates

Source: Texas Secretary of State (sos.state.tx.us)

Date	Event
Monday, August 17, 2026	Last day to file a Declaration of Write-in Candidacy (General Election for State and County Officers)
Friday, August 21, 2026	Last day to file a Declaration of Write-in Candidacy (Local Non-County Political Subdivisions Only)
Monday, October 5, 2026	Last day to register to vote
Monday, October 19, 2026	First day of early voting by personal appearance
Friday, October 23, 2026	Last day to apply for ballot by mail (received, not postmarked)
Friday, October 30, 2026	Last day of early voting by personal appearance
Tuesday, November 3, 2026	General Election Day
Tuesday, November 3, 2026 (by 7:00 PM)	Last day to receive ballot by mail if carrier envelope is NOT postmarked
Wednesday, November 4, 2026 (by 5:00 PM)	Last day to receive ballot by mail if carrier envelope IS postmarked by 7:00 PM at the election location on Election Day

Appendix C: Acceptable Forms of Photo ID for Voting

- Texas Driver License (issued by DPS)
- Texas Election Identification Certificate (issued by DPS)
- Texas Personal Identification Card (issued by DPS)
- Texas Handgun License (issued by DPS)
- United States Military Identification Card (with photo)
- United States Citizenship Certificate (with photo)
- United States Passport (book or card)

Note: With the exception of the U.S. Citizenship Certificate, the ID must be current or, for voters under 70, not expired for more than four years. Voters 70 or older may use an ID that has been expired for any length of time if it is otherwise valid.

Appendix D: Supporting Forms of ID (Reasonable Impediment Declaration)

If a voter does not possess and cannot reasonably obtain an acceptable photo ID, they may present one of the following supporting forms of ID along with a signed Reasonable Impediment Declaration to cast a regular ballot:

- Valid voter registration certificate
- Certified birth certificate
- Current utility bill
- Bank statement
- Government check
- Paycheck
- Government document with voter name and address