



NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE-ATLANTA
BRANCH

1147 Calhoun Avenue ● East Point, Georgia 30344 ● Phone (404) 524-0580

A coalition of NAACP branches, following up a successful 19-county voter registration, education, and participation effort for the Nov. 3 election, has launched an aggressive GOTV strategy for the US Senate and PSC runoffs to deliver 60% Black voter turnout.

The ambitious plan will include more than 20 voter registration events; a similar number of high visibility, socially distanced community outreach events with food, music and speakers; no-contact canvassing targeting low propensity voters; poll monitoring and a number of early voting engagement efforts spearheaded by the Atlanta NAACP. [We urgently need your help in covering the cost to implement this effort.](#)

“Our coalition of NAACP branch presidents, staffs and volunteers, working with a plethora of community organizations and churches has been working on this for months, and weve seen results.” **President Richard Rose said.** “We targeted 19 counties where 77 percent of African Americans live, and in virtually every county, we saw on average a 7-point increase in voter turnout compared to 2016.

“But the battle is not yet over. So, we are continuing what so far has been a successful effort to increase voter participation in the key counties where 77 percent of the African-American electorate live.”

The counties include Bibb, Chatham, Clarke, Clayton, Dekalb, Douglas, Dougherty, Fayette, Fulton, Gwinnett, Henry, Houston, Lowndes, Paulding, Muscogee, Newton, Richmond and Rockdale.

The Atlanta NAACP is working hard to raise funds for this most important election in our lifetime. We are collaborating with some outstanding partners including Vote Your Voice, an initiative by the Southern Poverty Law Center; the Community Foundation for Greater Atlanta; The National Organization for Women; The New Georgia Project, a voter-participation project created by former Georgia gubernatorial candidate Stacey Abrams, the Prince Hall Grand Lodge of Georgia, numerous churches, the 100 Back Men, the National Coalition of 100 Black Women and the National Pan Hellenic Council (“Divine Nine”), which is made up of nine African American fraternities and sororities. “This is a powerful and proven grassroots coalition that is critical in turning out Black voters”, **noted Ray McClendon, Political Action Chairman of the Atlanta NAACP.** “We are excited to welcome to the Coalition the Center For Common Ground (CCG) for their superior phone banking and texting platforms.” CCG is also using their nationwide volunteer network to send postcards. Our Coalition efforts are already underway. Our energetic and passionate volunteers are ready to be deployed. We are committed to laying it all on the line for our democracy.

[But we need your financial support to complete the work. We can make history with your help.](#)

Help our efforts by making a contribution today! Donate at: [Atlanta NAACP](#)