

CEAC

Civic Engagement & Advocacy Committee
Seven Cities CEAC Initiative



Who: HBCU alumni CEAC members, faith-based organizations, nonpartisan organizations, the Divine Nine (Sororities/Fraternities), students, faculty, and staff

What: Execute their city's "Adopt-an-HBCU; Adopt-a-Precinct (AAP); and Early Voting Coordination (EVC)" Action Plan with the theme of "A Call to Colors"

Where: Durham, North Carolina

Why: To maximize voter registration and voter turnout for students and community residents

How: Work strategically and tactically through multiple voter registration, education, and mobilization (VREM) events and activities in support of the HBCU students and the residents in the surrounding communities

When: August 1 through November 3, 2020

Summary: The strategy for this alliance is to roll out educational, festive, and creative activities and events throughout this election period, with a special emphasis on the early voting period to include, but not limited to:

- Activities to motivate to register to vote and assist students and residents to actually vote during the early voting period or on election day, i.e., registration during Freshman Orientation/Special Campus Events, Podcasts, Fireside Chats, Day Parties, Couch Parties and "Souls to the Polls Campaigns".
- Faith based organizations use their platforms to host voter awareness forums, webinars, and town hall sessions to educate voters on the issues and the candidates running for office; and
- Issue Op-Eds, email blasts, various social media campaigns and other innovative outreach efforts both virtually and in person that are designed to educate and mobilize both students and residents to become and remain actively engaged.



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