

# 90 NAACP *Youth & College*

LEGACY LOUD. YOUTH PROUD. 90 YEARS.

NAACP Youth & College Division

## 90TH ANNIVERSARY TOOLKIT

### BRIEF HISTORY

For 90 years, the NAACP Youth & College Division has served as the heartbeat of youth activism within the broader movement for civil rights and social justice. Founded in 1936, the Division was created to empower young people to lead, organize, and advocate for equity in their schools, campuses, and communities. From sit-ins and freedom rides to voter registration drives, policy advocacy, and digital organizing, youth leaders have consistently shaped the direction and impact of the movement.

Generations of young people have used their voices to challenge injustice, expand opportunity, and demand accountability. Today, the Youth & College Division continues that legacy evolving with the times while remaining rooted in courage, service, and collective action.

As we celebrate our 90th Anniversary this year, we honor the leaders who came before us and recommit to building the future they envisioned.



## WELCOME MESSAGE FROM THE NATIONAL DIRECTOR

**Dear Youth & College Family,**

It is both an honor and a responsibility to celebrate this historic 90th Anniversary with you as the new National Director of the Youth & College Division.

For nine decades, young leaders have stood at the forefront of progress, organizing, advocating, and transforming communities across the country. We stand today on the shoulders of giants who believed in the power of youth voice, youth leadership, and youth action.

This milestone is not just a celebration of our past, but it is a declaration of our future.

We are entering a new era of activism. An era that demands innovation, courage, and bold imagination. An era where we expand our impact, deepen our organizing, and reimagine what youth leadership can accomplish in the pursuit of justice.

As we honor 90 years of legacy, we also commit to the next evolution of activism, one that is strategic, inclusive, community-centered, and unapologetically forward-thinking.

Thank you for your leadership, your commitment, and your belief in this movement.

The future is ours to build.

In community,

**Tylik McMillan**

National Director, Youth & College Division

## 90TH ANNIVERSARY TESTIMONIAL

As we are celebrating 90 years of legacy in the youth & college division, we are looking for current & former members to share testimonials of the experience within the Division. This will be used for promotion throughout the year, which includes but not limited to graphics, convention, etc.

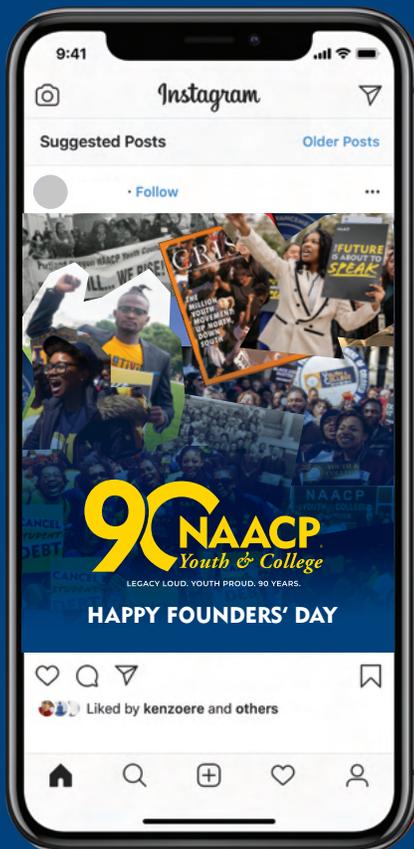
NAACP Youth & College Division 90th anniversary Testimonial – Fill out form

## 90TH FOUNDERS DAY CALL TO ACTION FOR UNITS

Units are encouraged to:

- Post photos/videos on social media
- Tag National Youth & College accounts

## SOCIAL MEDIA TOOLKIT



### AMPLIFY Suggested Social Media Post

#### Caption 1

90 years of youth leadership. 90 years of courage. 90 years of impact.

Today we celebrate the legacy of those who paved the way and the young leaders continuing the fight for justice. We stand on their shoulders as we build the future.

The movement continues. 🦊

#NAACPYC #NAACPYC90

## SOCIAL MEDIA TOOLKIT

### Caption Option 2

For 90 years, young leaders have organized, advocated, and changed history. We are the next chapter.  
Happy 90th Founders Day to the Youth & College Division.  
#NAACPYPYC #NAACPYPYC90

### Caption Option 3

Honoring our past. Leading in the present. Building the future. 90 years strong.  
#NAACPYPYC #NAACPYPYC90

## SAMPLE TIKTOK CAPTIONS

- 90 years of youth changing the world — and we're just getting started. 🙌  
#NAACPYPYC #NAACPYPYC90
- POV: You're part of a 90-year legacy of youth activism 🔥 #NAACPYPYC  
#NAACPYPYC90
- The past built us. The future needs us. #NAACPYPYC #NAACPYPYC90
- When young people organize, change happens. #NAACPYPYC #NAACPYPYC90

## SAMPLE THREADS POSTS

### Option 1

For 90 years, young leaders have been at the center of progress, organizing, advocating, and building stronger communities. We honor legacy and commit to the future.  
Happy 90th Founders Day to the Youth & College Division.

### Option 2

We stand on the shoulders of those who fought before us, and we carry the responsibility to continue the work.  
90 years of youth leadership. The next chapter starts now.

## SAMPLE X (TWITTER) POSTS

- Celebrating 90 years of youth leadership, activism, and impact. The future is in good hands. #NAACPYC #NAACPYC90
- 90 years ago, young people stepped up to lead. Today, we continue that legacy. 🙌 #NAACPYC #NAACPYC90
- Honoring our history. Organizing for our future. #NAACPYC #NAACPYC90

## Hashtags

#NAACPYC #NAACPYC90

## CLOSING MESSAGE

The 90th anniversary is more than a celebration; it is a reminder that youth leadership has always been essential to progress.

Because of those who came before us, we have the power to lead today.

Because of what we do today, the next generation will have even greater opportunities tomorrow.

The legacy continues with us.

## SHARE THE MESSAGE:



1. Develop your own customized posts to share out the content. Feel free to add local stories, data, and quotes to the suggested social media posts.
2. Add the #NAACPYC #NAACPYC90 hashtag to your social media posts.
3. Follow @NAACPYC on Twitter, Instagram, and Facebook and share our content via your personal or branch accounts.

## GRAPHICS:

Youth & College 90th Anniversary Graphics: [Download Here](#)