

The background is an abstract, painterly representation of the American flag. It features thick, expressive brushstrokes in red, white, and blue. The top left corner contains a cluster of white stars on a dark blue background. The rest of the image is composed of vertical and horizontal bands of red, white, and blue, with some areas appearing more textured and layered than others.

NAACP

AS AMERICAN

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Resource Guide for
Advocacy & Organizing

2025

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AS AMERICAN AS

Resource Guide for Advocacy & Organizing

NAACP Budget & Tax Justice Campaign

Problem	Solution	Action
Congress is advancing budgets that cut essential programs like Medicare, Social Security, SNAP, Medicaid, and education, while handing out massive tax breaks to the wealthy—draining resources from the communities that need them most.	We must demand and pass a budget that reflects our values—investing in economic security, racial justice, and civil rights. A just budget is as American as freedom, voting, and opportunity.	Mobilize our communities and hold elected officials accountable through in-district meetings, public storytelling, and town halls. Together, we can stop harmful cuts and build lasting power.

Direct Calls to Action

Organize a Town Hall

Bring your community together to educate and activate around the stakes of the federal budget fight. See the step-by-step guide in the section below for organizing a successful town hall.

Meet With Your Legislators

Coordinate in-district meetings to press Members of Congress to protect our values and oppose harmful cuts.

Share Your Story

Submit a Letter to the Editor (LTE), op-ed, social post, or blog using personal or community-based stories.

How to Organize a Community Town Hall Meeting

Town halls are a powerful tool for NAACP branches to educate the public, elevate community voices, engage public officials, and inspire collective action.

Objectives:

- Educate the community on civil and human rights issues
- Elevate local lived experiences
- Hold public officials accountable
- Mobilize cross-sector partnerships
- Inspire follow-up organizing

PHASE 1: PLANNING

- Form a diverse planning committee with local leaders
- Define your issue clearly (e.g., housing, policing, education)
- Choose a format: Panel or Speaker Series
- Select an accessible, neutral venue (consider hybrid)
- Pick a strategic date and time (evenings work best)

PHASE 2: OUTREACH & LOGISTICS

- Confirm moderator and speakers with advance prep
- Invite local/state/federal officials to speak or attend
- Send media advisories 3 weeks in advance
- Promote via email, flyers, social, faith-based and youth networks
- Share toolkits and graphics with partner orgs

PHASE 3: EXECUTION

- Assign clear roles: moderator, ushers, youth reps, accessibility
- Prepare materials: agenda, sign-ins, press kits, evaluation forms
- Run of Show includes: welcome, issue framing, moderated panel or speakers, Q&A, and closing calls to action

PHASE 4: FOLLOW-UP

Debrief within 2 weeks to review outcomes and lessons

Share photos, quotes, and post-event summaries on social and with NAACP networks

Follow up on any commitments made by officials and report publicly

Key Reminder: If it's not documented, it didn't happen. Capture and share sign-ins, media coverage, quotes, and visuals to demonstrate impact.

How to Facilitate State Legislative Advocacy Week

A Week of Action, particularly a State Lobby Week, is a powerful tool for advocacy and change. This guide equips state conferences to organize coordinated efforts for legislative impact.

PRE-EVENT PLANNING

Set Objectives: Define clear legislative goals and understand your legislators' positions.

Form Teams: Establish a planning committee and recruit volunteers for logistics, communications, and legislative outreach.

Logistics: Pick an advocacy week and secure venues near the state capitol.

Training & Materials: Ensure advocacy training, fact sheets, and talking points are ready.

COMMUNICATION & PROMOTION

Internal: Provide updates, roles, and agendas to participants.

External: Send invitations to legislators early; use media and social platforms to promote events.

EVENT DAY

Briefing: Host a morning registration, policy briefing, and opening session.

Legislative Meetings: Conduct structured, respectful meetings with officials.

Debriefing: Capture insights, document commitments, and plan follow-ups.

POST-EVENT

Evaluate: Review outcomes and impact; gather feedback and share best practices.

Thank You Notes: Send appreciation and recap messages to lawmakers and volunteers.

ADVOCACY 101

Why It Matters: State laws shape health care, education, voting rights, and public safety.

Engagement Strategy: Influence legislation, inform policymakers, and amplify community voices.

TIPS FOR MEETING WITH LEGISLATORS

DOs: Research legislators, be concise, stay respectful, dress appropriately, and follow up.

DON'Ts: Avoid being unprepared, partisan, or disrespectful. Don't lose contact after the meeting.

SOCIAL MEDIA

Use #NAACPAdvocates and share real-time updates, quotes, and visuals from your week of action. Photos can be submitted to NAACP Communications for national amplification.

Campaign Calendar: 2025 Legislative & Advocacy Milestones

Use the full 2025 Congressional Calendar to guide in-district meetings, recess campaigns, and targeted communications. The calendar outlines:

- Days when both chambers are in session
- House- or Senate-only days
- Recess weeks (ideal for district advocacy)
- Federal holidays (great for community events)

Download the full calendar here: [2025 Congressional Calendar \(PDF\)](#)

Target Audience & Message

Primary Targets

- Members of Congress in Tier 1 and Tier 2 states
 - Tier 1: MS, AL, SC, NC, NY, FL, IL, MI, GA
 - Tier 2: PA, NV, HI, NH, ME
- Senators in competitive 2026 races: GA, MI, NC, ME, NH, MN, IL**

Why These Targets?

- They hold decisive votes on the federal budget
- Many represent states with large Black populations or direct safety net impacts
- Some are up for re-election and sensitive to constituent pressure

Message Framework

- "Protect what we've earned." (Seniors & workers)
- "Invest in our future." (Youth & students)
- "A budget that reflects American values should fund freedom, not fear."

Copy for Promotion

Email Blast / Social Caption

The fight for our future is As American As freedom itself. Congress is deciding whether to cut the programs our families depend on. We're organizing town halls, meeting with our lawmakers, and telling our stories to stop the cuts and demand a budget that protects all of us.

Join the campaign today. Organize. Advocate. Act.

Learn more & take action: [Insert Link]

Trump's First 100 Days (2025)

President Donald Trump's first 100 days of his second term have been defined by an aggressive consolidation of executive power and a sweeping series of executive orders—more than any other modern president in that timeframe. His administration launched significant structural changes, most notably creating the Department of Government Efficiency (DOGE) led by Elon Musk as a senior adviser, which has reduced federal staff across agencies and centralized executive oversight.

Key highlights include:

- **Tariffs & Trade:** Trump imposed a 10% universal import tariff, along with targeted tariffs on countries like China, Canada, and Mexico, aiming to boost domestic manufacturing and reduce the trade deficit.
- **DEI Rollbacks:** Issued 10 executive orders to dismantle diversity, equity, and inclusion initiatives across federal agencies, including banning race- and gender-based contracting and hiring.
- **Immigration Crackdowns:** Reinstated harsh immigration enforcement measures, expanded expedited removal, and invoked the Alien Enemies Act to authorize targeted deportations.
- **Healthcare & Safety Net:** Withdrew the U.S. from the WHO, slashed HHS staff, and initiated a restructuring of public health agencies. Proposed Medicaid caps and work requirements through reconciliation.
- **Environmental Deregulation:** Declared a national energy emergency, halted clean energy initiatives, rolled back EV policies, and resumed federal land leasing for fossil fuels.
- **Finance & Taxes:** Advanced a reconciliation framework to extend Trump-era tax cuts, introduced a digital asset strategy, and began creating a U.S. sovereign wealth fund.

The administration is leveraging political pressure in Congress—often threatening primary challenges—to push through a multi-trillion-dollar budget framework while targeting judicial oversight and limiting federal checks. These developments have heightened economic volatility, spurred legal pushback, and raised concerns about the erosion of institutional balance and civil rights protections.

Budget & Tax Justice: Research Summary

This section summarizes the economic and racial justice impacts of federal tax and budget policy—particularly around the 2017 Trump Tax Cuts, Medicaid, and reconciliation rules used to pass fiscal legislation.

Tax Cuts & Inequity

- The 2017 Tax Cuts and Jobs Act (TCJA) overwhelmingly benefited the wealthy. Households in the top 1% received tax cuts averaging over \$60,000, while the bottom 60% received less than \$500 on average.
- The law contributed to a steep decline in federal revenue. Making the tax cuts permanent would cost \$4.6 trillion over the next decade and add \$3.7 trillion to the national debt.
- Contrary to claims, the tax cuts failed to boost worker income. New research shows that 90% of workers saw no income gains; benefits flowed to executives and shareholders.
- The law's "pass-through deduction" disproportionately benefited wealthy business owners, not frontline employees.

Reconciliation Abuse

- Reconciliation, a tool to bypass the Senate filibuster, was manipulated by Republicans to claim that extending the tax cuts would cost "nothing"—by recalculating cost estimates from 2025 instead of 2017.
- Senate Republicans bypassed the nonpartisan Parliamentarian, instead letting the Budget Committee Chair decide cost assessments, eroding traditional checks and transparency.

Medicaid & Racial Equity

- Medicaid is essential for over 32 million Black and Hispanic individuals—nearly 30% of each group rely on it.
- Cuts to Medicaid disproportionately harm workers of color, pregnant workers, low-income seniors, and people with disabilities.
- EPI estimates that under the current Republican proposal, the bottom fifth of households would lose 6.8% in net income, while the top 1% would gain 3.9%.

Veterans Impact

- Internal VA memos from March 2025 outline a plan to cut 83,000 jobs—17% of the agency's workforce.
- The VA serves millions, including housing, life insurance, education stipends, and mental health support. 1 in 4 VA employees are veterans themselves.

Revenue Decline

- Since the Bush and Trump tax cuts, revenue as a share of GDP fell from 19.5% to 16.3%, undermining the U.S.'s ability to fund vital services like Social Security and education.
- Extending the TCJA would mean billions less in available funding every year—squeezing social safety net programs further.

Storytelling & Policy Resources

Tell Your Story: Join the National Campaign

The NAACP is collecting personal stories to highlight the real-life impacts of proposed federal budget cuts on our communities. These stories are essential for showing lawmakers how their decisions affect everyday people—especially when it comes to Social Security, Medicare, Medicaid, SNAP, and veterans' benefits.

Why Your Story Matters: Congress is considering funding bills that could put essential programs at risk. By sharing your experience, you help ensure these policies reflect the true needs of our people.

How to Share: If you or someone you know has been affected—or is concerned—about proposed budget changes, add your voice to the campaign.

[Share Your Story Here](#)

Together, we will advocate for a budget rooted in justice, equity, and the lived realities of our communities.

Use the following tools to build compelling narratives and support evidence-based advocacy around economic justice, safety nets, and climate equity.

Data Tools & Policy Trackers

[Reconciliation Tracker \(EdTrust\)](#)

[NEA School Funding Tool](#)

[Medicaid Expansion Map \(KFF\)](#)

[SNAP Access & Coverage Maps](#)

- [USDA](#)

- [CBPP](#)

[Health Coverage Enhanced Tax Credits Maps](#)

[Environmental & Climate Justice \(NAACP Earth Day Hub\)](#)

[Federal Budget & Tax Fight](#)

These resources support the development of messaging, reports, testimony, and content for media or legislative engagement.