

The Links, Incorporated

Volunteer Service Organization | MOU Signed: July 13, 2026

About the Organization

Founded 1946 · Headquartered in Washington, DC

The Links, Incorporated is an international, not-for-profit corporation and one of the nation's oldest and largest volunteer service organizations committed to enriching, sustaining, and ensuring the culture and economic survival of African Americans and other people of African ancestry. The Links endeavor to uplift all individuals and families in the communities they serve.

Partnership Purpose

NAACP EPI and The Links share common priorities and an interest in working together to advocate for policy changes that ensure political, educational, social, and economic equality for all persons, and the civic, economic, and educational development for all persons throughout the country.

Civic Engagement Activities

- Members of The Links can sign up to volunteer with NAACP EPI's Indirect Relational Organizing Program
- Coordinate GOTV activities at national, state, and local levels: canvassing, phone banks, text banks, GOTV activations, and election protection
- Share nonpartisan research and messaging on Black voter engagement and voter issues

NAACP Tools & Resources Available to Partner

- Voter Action Network (VAN) — 50-state database access after completing VAN training
- Voter Engagement and Mobilization Tools — peer-to-peer SMS/MMS, voter registration, relational organizing
- Data, Messaging & Research Toolkit — GSSA data analytics and election strategy resources
- Building Community Voice Fund (BCVF) — grant opportunities for voter registration and turnout initiatives

Membership

NAACP EPI will track the number of Links members joining the NAACP with a unique tracking code. The Links may share NAACP membership opportunities with its members, subject to applicable policies; any numerical membership targets require prior approval by The Links' National Executive Council.

How to Engage at the Local Level

- Identify Links chapters active in your city
- Request an introductory meeting with chapter leadership
- Invite chapter members to participate in NAACP voter registration drives and phone banks
- Co-host educational forums and community outreach aligned with shared priorities

For questions or to activate this partnership, contact NAACP Partnerships & Community Team — strategicpartnerships@naacpnet.org