



NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

TWENTY WEST FORTIETH STREET • NEW YORK, N. Y. 10018 • BRyant 9-1400

July 30, 1963

TO: PRESIDENTS OF BRANCHES, YOUTH COUNCILS, COLLEGE CHAPTERS AND STATE CONFERENCES
FROM: ROY WILKINS

MARCH ON WASHINGTON
AUGUST 28

On July 12, I joined with A. Philip Randolph, Whitney M. Young, Jr., Dr. Martin Luther King, Jr., James Farmer, and John Lewis in issuing the Call For A March On Washington For Jobs And Freedom, to take place on Wednesday, August 28, 1963, in Washington, D.C.

I took this action following several weeks of discussion with the other signers and in accord with the policy mandate of our 54th Annual Convention, voted in Chicago on July 2, 1963. IT IS OUR CONSIDERED JUDGMENT THAT THIS PEACEFUL ASSEMBLY AND PETITION IN THE NATION'S CAPITAL IS NOT ONLY IN THE HIGHEST TRADITION OF AMERICAN DEMOCRACY BUT WILL GIVE TREMENDOUS PUSH TO THE PASSAGE OF MEANINGFUL CIVIL RIGHTS BILLS IN THIS SESSION OF CONGRESS.

The March on Washington for Jobs and Freedom MUST HAVE the support and participation of every American, black or white, who genuinely wants civil rights and who can manage in some way to come to Washington. No less than 100,000 of us MUST BE ON HAND that morning.

An experienced staff has been assembled to develop and carry out the plans for the March. The NAACP has contributed money and has assigned a full-time staff member to the March. The Assistant to the Executive Secretary is a member of the March administrative committee. The Director of Branches is a consultant to the committee. NAACP staff vacations have, in many cases, been cancelled for the summer and in other cases they have been curtailed. All vacationing staff members are subject to recall on 24-hour notice. And this is not only for the March: this is for the duration of the civil rights battle in the Congress.

It is impossible for me to overemphasize the vital part which the NAACP branches and members must play if the March is to bring us the results we seek. To a very great extent, the March will move or drag depending upon what YOU, as an NAACP leader, do for it.

I am enclosing a copy of the Organizing Manual for the March. This contains almost all the information you will need in order to go to work to promote a huge attendance from your city. PLEASE READ IT CAREFULLY AND UNDERSTAND IT. Especially, note the back page, on which are listed the promotional materials which you can order — in whatever quantity you need — from the March Headquarters, at 170 West 130 Street, New York 27, N.Y.

Besides the action your branch takes, there should be close liaison and cooperation across your community, so that no interested person is left out. You may find it useful to take the lead in setting up a special March Committee in your community, to facilitate planning for buses, trains, or other means of getting the biggest possible group to Washington.

We will continue to send you word on developments as they come about.

LET'S GO! ALL OUT FOR THE MARCH ON WASHINGTON FOR JOBS AND FREEDOM,
AUGUST 28, 1963.

U R G E N T

THE NAACP LEGISLATIVE CONFERENCE AUGUST 6-8 TO WHICH YOU HAVE BEEN REQUESTED TO SEND DELEGATES FROM EACH CONGRESSIONAL DISTRICT IN YOUR COMMUNITY IS A NECESSARY FORERUNNER TO THE MARCH ON AUGUST 28. IT IS ESSENTIAL THAT EVERY NAACP BRANCH PARTICIPATE IN BOTH ACTIVITIES.

RW: crn
Encl.