The webinar will begin shortly...

All attendees will receive a copy of this PowerPoint presentation and a link to the recorded webinar.
About Nonprofit VOTE

Founded in 2005, Nonprofit VOTE partners with America's nonprofits to help the people they serve participate and vote.

We are a leading source of nonpartisan training, materials and other resources for nonprofits doing voter engagement work.

For more information, visit us online at www.nonprofitvote.org
AGENDA

- Preparing to reach out to funders
- Countering census myths & funder objections
- Resources for seeking funding
- Case study: Common Cause IL
- Q&A
CENSUS 2020

Securing Funder Support for Census Work: Successful Approaches & Lessons Learned

Debbie McKeon, Executive Vice President & COO, CMF
MY EXPERIENCES

• First time raising funds for census work; **leveraged learnings** from other fundraising efforts

• Engaged in **60+ meetings** with funders - public, private & corporate

• Now: **30+ funders** providing over $5M of support

• Focus: **Multi-year requests** / The census is part of broader infrastructure development in service of ongoing civic engagement priorities

• Based upon Census Bureau research and my experiences, sharing **successful approaches, perspectives and resources**
OUR APPROACH WITH FUNDERS: PREP WORK

• **WHY** should a funder care?
  – Research funder priorities - connections to census data/funding
  – Research hard to count census tracks/potential impacts on funders/grantees
  – Consider community voices they care about that could be suppressed

• **WHAT** do you want the funder to support?
  – Context of your census-related work (individual org., Census Bureau partner, member of campaign - municipal complete count committee or leader/member of nonprofit campaign)

• **HOW** do you want their support? (more than funding)
  – Funder Wheel (provided in resources)
GROW FUNDER UNDERSTANDING: CENSUS FACTS

- Constitutional mandate to count every person in the U.S.
- Census has collected crucial demographic info. every 10 years since 1790
- American Community Survey annually collects more detailed information from sampling of persons
- Planning/implementation is the responsibility of U.S. Census Bureau
- Funding is appropriated by the federal government
- Utilized for funding & representation decisions (funding is motivator)
Census data is utilized to allocate **over $800 billion in federal funding**, including transportation, education and workforce development services necessary for a thriving economy. Connect to State budget.
Myths and objections I’ve encountered...
Government has been doing it for 200 years. Why does the Census Bureau need help?

- Rolling out new process: internet-first model
- Lack of broadband access
- Digital divide
- Cyber security concerns
- Citizenship question
- Disinformation campaign
Though this is a government responsibility, the business and nonprofit sectors have long been partners.

A Census Bureau Dec. 2018 report indicated need to expand trusted partners role to negate challenges.
MYTHS & OBJECTIONS

Support encourages people to respond who could get hurt from data releases.

• People will be definitely hurt if they don’t respond, as they will lack resources they deserve.

• Scenario planning, legal prep and other efforts are underway to combat potential moves to increase access to census data by I.C.E. and others.
We don’t fund political processes.

- Census is objective data gathering process – not a political activity.
- Philanthropy regularly funds data collection and research.
- If census data isn’t accurate, data uses can be for political gain.
It doesn’t fit our funding priorities.

- Check for programs they support that get federal funding based on census data.
- Check for grantees that use census data in their research.
- Discuss potential increased grant requests if not all federal funds are captured in areas they support.
- Is there a potential partner to show alignment?
Citizenship question: Policy position based upon Census Bureau analysis, existing policy on field-testing questions.

State Legislatures/Governors/Mayors - Check to see your state’s position. There are many natural allies as they want everyone counted and appropriate funding.
MYTHS & OBJECTIONS

We don’t want to fund “one-offs” - What is the sustainability plan?

• If possible, discuss capacity building resulting from grant support that can be utilized for other democracy/civic engagement activities.

• Growing partnerships of the nonprofit sector with the Census Bureau builds on existing infrastructure for work on the next census.
We’re concerned about being isolated if we fund.

- Describe National Census Funders Group, Philanthropy Serving Organizations, National Business Network for an Accurate Census and other funders they would know.

- For corporate funders, share information about other companies that supported in the past - Examples are listed in CECP PowerPoint (resource materials).
We are a place-based funder, so we can’t participate in pooled funds.

<table>
<thead>
<tr>
<th>Campaign Infrastructure</th>
<th>Census Hubs</th>
<th>Local NPO Grantees</th>
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<tbody>
<tr>
<td><strong>Budget Allocation:</strong> $1.8 million</td>
<td><strong>Budget Allocation:</strong> $915,000</td>
<td><strong>Budget Allocation:</strong> $2.1 million</td>
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| Lead statewide coalition | Engage local leaders; develop plan for county/region | Educate communities |
| Secure and distribute funding | Award and monitor local nonprofit mini-grants | Submit proposal to census hub to be considered for mini-grants |
| Provide training and technical assistance | Share trainings with local nonprofits | Participate in training |
| Develop dashboard for hubs and mini-grant recipients, as well as evaluation plan | Track efforts of local mini-grant recipients | Track activities and outcomes; provide detail to census hub |
| Design and implement statewide communications strategy | Serve as local campaign messengers with stakeholders, including media | Serve as messengers with those they serve |
| Support regional data and communications needs | Share and tailor materials for local nonprofits | Target fieldwork with hard-to-count neighborhoods |
| Host statewide trainings to encourage peer learning and promote best practices | Participate in peer learning community; share lessons learned with grantees | Incorporate practices to mobilize staff, board, volunteers and those they serve |
| Advocate and coordinate with local, state and federal officials; promote collaboration | Partner with local officials/ complete count committees | Coordinate with regional census hub |
CMF is hosting a Michigan Census Funders Learning Community for funders to continue to learn and share their census work.

Discussions include:
- What funders are doing
- Progress on campaign implementation
- Michigan's work in the context of national efforts
- Stories from the field
- Strategies to amplify the outcomes
Resource List: Engaging Funders to Support the Census

ENGAGING FUNDERS IN SUPPORTING THE CENSUS

The Council of Michigan Foundations (CMF) spent approximately one year providing education and advocacy regarding the purpose and importance of the census while engaging with the Michigan Nonprofit Association (MNA) to support development of the Michigan nonprofit-led census campaign. Following that first year’s efforts, CMF launched the member outreach plan to fund the MNA-led Michigan Nonprofits Complete Count Campaign.

The following are resources utilized in the outreach to CMF members to discuss support of the campaign, as well as important resources developed by MNA as leader of the nonprofit sector census campaign. We hope these resources will be useful to share with funders as they and their partners consider opportunities to support nonprofit-led census work in their communities. View the complete resource packet.

RESOURCES TO SHARE WITH FUNDERS

- **CMF Outreach Plan** describes the process that CMF led to raise funds for the campaign, with MNA as the proposed grantee. Funders Memo (example) was tailored for each potential funder. It included data for their geographic area and funding priorities while also drawing the connection between the need for accurate census data in relation to their priorities.
- **Formal Funding Proposal** (example) Although the proposal requirements varied for each funder, all proposals were localized and included what’s at stake, campaign description, focus on campaign activities in their region and project outcomes.
- **Presentation to Funders (1)** is the slide deck from a plenary on Census 2020, presented at the Kansas Association of Community Foundations Annual National Conference. It has also been used at foundation board meetings. The presentation includes an overview of the importance of census data and its relevance to philanthropy, as well as examples of how funders can support the census.
- **Presentation to Funders (2)** is the slide deck from a plenary on Census 2020, presented at the National Education Foundation Conference Educational Funders’ Forum. The presentation focuses on the importance of the census data for education and the role of philanthropy in supporting census initiatives.
Chat us your questions.

We're happy to answer your questions on the webinar. If you have requests for specific resources we will try to include those in the webinar round-up email with the recording and slides.
Illinois Count Me In 2020

Public / Private Coordination
- Minimum $25M Total Investment
- Inclusive Focus on HTC Communities
- Transparency; Efficiency; Trusted Voices

Statewide Coalition
- Steering Committee of 39 CBOs, Local Officials, and Key Stakeholders
- Policy, Communications, Appropriations and Field Working Groups
You Are the Trusted Voices

You Are A Census Expert
• Leadership Council on Civil & Human Rights
• National Conference of State Legislatures
• 2020 Census Barriers, Attitudes and Motivators Study
• Follow @hansilowang on Twitter

You Know Your Community
• Know Your Self Response Rates (censushardtountmaps2020.us)
• Use Effective Outreach Methods (e.g., Ethnic Media, Grassroots/Grasstops)
• Build Strong Partnerships
• Don't Reinvent The Wheel
Draft A Strong Proposal

Tell A Great Story

- Identify The Problem (Federal vs. Local)
- Show How You Fit In – What Makes You Special
- Build On What You Are Already Doing

Measure What Matters

- Legislative: Recommendations Included In Legislation, Public Testimony
- Outreach: # of Community Meetings; # of Press Briefings; Earned Media; # of Trainings
Jay Young, Executive Director
Common Cause Illinois
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Jyoung@commoncause.org
Chat us your questions.

We're happy to answer your questions on the webinar. If you have requests for specific resources we will try to include those in the webinar round-up email with the recording and slides.
Join us next Thursday at 2pm ET for Part 2: Planning for Census 2020 with Anita Banerji