The webinar will begin shortly...

All attendees will receive a copy of this PowerPoint presentation and a link to the recorded webinar.
NONPROFITS COUNT!

Planning for Census 2020

Presented by Nonprofit Vote
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
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NonprofitsCount.org is LIVE!
AGENDA

- Census challenges
- Mobilizing around Census 2020
- Planning for Census 2020
- Case study: MA Voter Table
- Q&A

Anita Banerji, Forefront
Beth Huang, MA Voter Table
Forefront

We are a statewide membership organization that serves 1,100 members who are Illinois grantmakers and non-profit organizations in supporting a vibrant social impact sector for all the people of Illinois.

Anita Banerji, Director of Democracy Initiative

Democracy Initiative

- Census 2020
  - IL Count Me In 2020 Statewide Advocacy Coalition
  - IL Count Me In 2020 Funders’ Collaborative

- Civic Engagement
  - Voter Registration
  - Voter Education
Importance of the Census

- Congressional representation
- Federal funds are distributed based on Census data
Why is Census Data Important?

• Steven Romalewski – Hard-To-Count (HTC) Mapping Tool

• Andrew Reamer Study – Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds
HOW DOES AN UNDERCOUNT HAPPEN?
HARD-TO-COUNT POPULATIONS

- UNDOCUMENTED INDIVIDUALS
- IMMIGRANT COMMUNITIES
- LOW-INCOME COMMUNITIES
- RENTERS
- CHILDREN UNDER 5
- THE HOMELESS
- PEOPLE OF COLOR
CHALLENGES

- First “high-tech” census
  - Cyber-security risks
  - Digital divide
- Budget shortfalls
- Incomplete testing
- Leadership vacuum
- Citizenship question
How can we get an accurate count?
TRUSTED MESSENGERS AND EFFECTIVE MESSAGES
MOBILIZATION BUILDING BLOCKS

- Securing campaign funding
- Targeted messaging
- Legal clarity
- Understanding and addressing community concerns

[Image of three individuals]
MOBILIZATION BUILDING BLOCKS

- Mapping hard-to-count communities
- Addressing obstacles
- Identification, engagement, and mobilization of trusted partners
Making a Census 2020 Plan, part 1

- Connect with philanthropy-serving organization or individual foundations
- Identify a statewide Census facilitator
- Connect with State’s Complete Count Commission
- Connect with the Regional Census Bureau office
Making a Census 2020 Plan, part 2

• Identify nonprofit organizations and local and state officials to be trusted messengers
• Recruit the statewide advocacy coalition
• Split into subcommittees such as policy, communications, and state appropriations
• Identify and recruit a funders collaborative
Census 2020 Efforts
National and State Partners

**National Partners**

01  Funders Committee for Civic Participation (FCCP)
   - Funders Census Initiative – Leadership team

02  Leadership Conference on Civil and Human Rights

**Statewide Efforts**

03  Illinois Complete Count Commission

04  IL Count Me In 2020 Statewide Advocacy Coalition
   - IL Count Me In 2020 steering committee

05  IL Count Me In 2020 Funders’ Collaborative
IL Count Me In 2020 Funders’ Collaborative

- Anonymous Family Foundation
- Anonymous Foundation
- Chicago Bar Foundation
- Chicago Community Trust
- Comer Foundation
- Conant Family Foundation
- Doris & Victor Day Foundation
- Field Foundation
- Forefront
- Grand Victoria Foundation
- Healthy Communities Foundation
- Irving Harris Foundation
- Joyce Foundation
- Julian Grace Foundation
- Lloyd Fry Foundation
- MacArthur Foundation
- McCormick Foundation
- Pillars Fund
- Polk Bros. Foundation
- Pritzker Traubert Foundation
- Steans Family Foundation
- Woods Fund
Additional Questions?

Contact Information:
Anita Banerji, Director, Democracy Initiative
abanerji@myforefront.org

myforefront.org
Amplifying Trusted Voices to Achieve Equity in 2020

Beth Huang
Director, Massachusetts Voter Table
Our Approach to an Accurate & Equitable Count in 2020

- Build capacity of trusted community organizations and grassroots alliances
- Connect the networks of trusted messengers
- Advocate for the state legislature to appropriate $4 million for community-based organizations to conduct Census outreach
- Collaborate with the Massachusetts Census Equity Fund
Local Stakeholder Meetings

- Educating stakeholders about why the decennial census matters
- Building a list of bilingual staff, translators/interpreters, media outlets
- Creating a timeline of services, programs, and events and matching that with the Census timeline
Mapping Community Resources
Creating FAQs to Address Local Concerns
Advocating for State Funding

- $4 million for a grant program housed in the Office of the Secretary of the Commonwealth for community-based organizations and programs of public institutions
  - Moderate outreach ($25 per person) to 10% of the HTC population: public forums, broad outreach, multiple in-person discussions with people in hard-to-count populations
  - Census Bureau estimates $107/household
- Creating one-pagers, budget memos, and more for allies
- Focus on Western Massachusetts – no Area Census Offices west of Worcester
Hosting a One-Year-Out Kickoff Event

- Engage the Secretary of State, Mayors, and members of Congress
- Highlight the role of nonprofits, libraries, and other municipal programs that serve HTC constituencies
- Earn media in mainstream and ethnic news outlets
- Launch #MassCounts hashtag
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.