Nonprofits Count 2020: Messaging Campaigns
Founded in 2005, Nonprofit VOTE partners with America’s nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.
Featured Speakers

**Jeri Green**  
Senior Adviser to the National Urban League

**Adán Chávez**  
Deputy Director of National Census Program  
NALEO Educational Fund

Have questions for our speakers?  
Use the Q&A box to send us your questions!
MAKE BLACK COUNT!

- 2020 CENSUS: A NATIONAL URBAN LEAGUE PRIORITY
- MAKE BLACK COUNT ACTIVITIES AND ENGAGED COMMUNITIES
- RESOURCES PROVIDED
- TARGETED MESSAGING
- WHAT’S NEXT?
Why Census Matters to the National Urban League

✓ 50 Years of Census Advocacy
✓ The Census is a game Changer! Money, Power, Representation.
✓ Perennial Undercounting of Black Population
✓ The Census affects every person and child in the country, every day of our lives—especially historically undercounted
✓ There are no Do-overs
Who’s Most Impacted in Black Communities?

- Black Children 0-4; at least 6.3% are undercounted
- African American Men (18-49 y/o)
- Black Immigrants
- Re-Entering formerly incarcerated
- College Students living off campus
- Digitally Disconnected
Rural and Poor
Homeless

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Meeting People Where They Are

ACTIVITIES AND ENGAGEMENT
- Workshops and Outreach
- National Tele Town Hall Events
- 2020 Census Black Roundtable
- Engaging Black Immigrants
- Black State Legislators and Census
- Urban League Affiliates: Trusted Voices
MAKE BLACK COUNT: 2020 CENSUS RESOURCES

Tool Kit for Urban League Affiliates

- Make Black Count Website
- Social Media Messaging and Promotion
- Congressional Black Caucus 2020 Census Task Force
- Black Census Week
- Civil Rights Unity/Alignment of 2020 Census Priorities
2020 Census Messaging

- Focus on Execution: Just Do It
- Internet Response is 1 of 4 Options
- Do It Before April 1
- Paper Forms are Available
- Non-Census ID is OK
- Self Response = No Knock
- Expect Disinformation and Count Suppression
- Your Data is Safe; Don’t Cheat Your Community

Stand Up and Be Counted!
What’s Next

- Monitor Response Rates: Real Time
- Prepare for Non Response Follow-up
- Support National Urban League Affiliates
- Continued Grassroots Outreach: Town Hall and Workshops
- Use social media pages to amplify Census message
- Leverage 2020 Census Black Roundtable Resources
- Continued Partnerships with Census Bureau re: Low Response
THANK YOU!

2020 Census Senior Advisor
National Urban League

March 12, 2020
www.makeblackcount.org
NALEO Educational Fund

The nation’s leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

Established in 1981, NALEO Educational Fund is governed by a 15-member Board of Directors.

LEADERSHIP

CHAIR

Hon. Mara Candelaria Reardon
Indiana State Representative
NALEO Educational Fund
2019 Messaging Research

12 FOCUS GROUPS
(Late October – mid-December)

Tested messages, perceptions, and plans to participate in the census to evaluate refinements needed, given local and demographic nuances

96 participants in six locations:

- Atlanta, GA; Orlando, FL; Portland, OR; Raleigh, NC; Phoenix, AZ; and Milwaukee, WI
- English-language and Spanish-language group at each location
- 57 were U.S. citizens
- 39 were not U.S. citizens
- 67 had both parents born outside the United States
Nearly half of respondents expected to see a citizenship question on the census.

Groups most likely to expect a citizenship question include:
- 53 percent of U.S. citizens (Naturalized and U.S. Born)
- 40 percent of non-citizens
More than 50 percent of Latinos found the messages focused on community solidarity and community empowerment themes to be “very convincing.”

Non-citizens of all statuses were especially motivated by these themes.

<table>
<thead>
<tr>
<th>Percent “very convincing” reported</th>
<th>Stand up for each other, be counted</th>
<th>Power in numbers</th>
<th>We’re here, this is our home, we count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54%</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Citizen</td>
<td>51%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Non-Citizen</td>
<td>61%</td>
<td>61%</td>
<td>63%</td>
</tr>
<tr>
<td>US Born</td>
<td>47%</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>Naturalized</td>
<td>66%</td>
<td>63%</td>
<td>58%</td>
</tr>
<tr>
<td>LPR</td>
<td>70%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Undocumented</td>
<td>57%</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>18-39</td>
<td>49%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>40+</td>
<td>61%</td>
<td>60%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Most Convincing Messages 2019 Survey

- Messages focused on public funding for local programs also performed best across the different tests
- Naturalized citizens and those over 40 were especially motivated by a public funding message

<table>
<thead>
<tr>
<th>Percent “very convincing” reported</th>
<th>Public funding, 10 year impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>46%</td>
</tr>
<tr>
<td>Citizen</td>
<td>48%</td>
</tr>
<tr>
<td>Non-Citizen</td>
<td>43%</td>
</tr>
<tr>
<td>US Born</td>
<td>47%</td>
</tr>
<tr>
<td>Naturalized</td>
<td>54%</td>
</tr>
<tr>
<td>LPR</td>
<td>43%</td>
</tr>
<tr>
<td>Undocumented</td>
<td>43%</td>
</tr>
<tr>
<td>18-39</td>
<td>41%</td>
</tr>
<tr>
<td>40+</td>
<td>53%</td>
</tr>
</tbody>
</table>
MESSAGES
Providing Facts About the Census

• Messages emphasizing data security or required participation did not alone convince respondents to participate

• However, providing specific facts about the census did make respondents more secure about participating

By federal law the Census Bureau is required to keep information confidential, all census staff take an oath to protect the public.

The 2020 Census will not ask any questions about citizenship.

The Census Bureau is working with top data security experts and tech companies to make sure that no matter how you complete the census, your information is secure.

The law requires that every household participates in the census.

<table>
<thead>
<tr>
<th>Does [fact] make you feel more/less confident about participating in the census?</th>
<th>Much more confident</th>
<th>Somewhat more confident</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>By federal law the Census Bureau is required to keep information confidential, all census staff take an oath to protect the public.</td>
<td>54%</td>
<td>36%</td>
<td>90%</td>
</tr>
<tr>
<td>The 2020 Census will not ask any questions about citizenship.</td>
<td>50%</td>
<td>33%</td>
<td>83%</td>
</tr>
<tr>
<td>The Census Bureau is working with top data security experts and tech companies to make sure that no matter how you complete the census, your information is secure.</td>
<td>48%</td>
<td>38%</td>
<td>86%</td>
</tr>
<tr>
<td>The law requires that every household participates in the census.</td>
<td>41%</td>
<td>36%</td>
<td>77%</td>
</tr>
</tbody>
</table>
MESSAGES & MESSENGERS
2019 Focus Groups

• More information needed on the census among all groups of Latinos
• Many think of the Census Bureau as “separate” from the Trump Administration
• Reminding Latinos that the Trump Administration wanted to include a citizenship question was not helpful
• English-speaking Latinos do not want a census worker coming to their homes
• Generally, some Spanish-dominant immigrants do want a trusted person who can help them complete the form
• The race question was confusing for many, several left the question blank
Specific Concerns about Census Participation

Overall enthusiasm to participate accompanied by specific concerns:

- Sharing personal information
- Online privacy
- Concerns about Trump Administration’s use of census against Latinos and immigrants

Consistent findings in our 2018 and 2019 research:

- In 2018 focus groups, participants had generally positive view of census
- However, when shown actual version questionnaire with citizenship question, participants expressed hesitation, fear, and lack of confidence
The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the ¡Hágase Contar! Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities;
- State of Census 2020 briefings;
- Campaign material, stakeholder toolkits, and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- Questionnaire Information & Assistance Centers
- National bilingual hotline – 877-EL-CENSO (877-352-3676); and
- Informational Website: hagasecontar.org
Fully trained bilingual staff and trusted messengers ready to answer all census-related questions, including:

- Census outreach events in your community;
- How and where to apply for census jobs;
- Up to date information on census operations;
- Flagging major issues and rapid response referrals;
- Self-response methods and non-response follow up; and
- Basic information on the questionnaire and who should be included.

**877-EL-CENSO** (877-352-3676)
Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET
The ¡Házmee Contar! Campaign is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The ¡Házmee Contar! campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their communities on the importance of counting all children in the household – including young children.

The ¡Házmee Contar! campaign will feature a number of resources, including:

• Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;

• Template resolutions for school boards; and

• Earned media opportunities and digital media efforts.

We look forward to working with you and local and national media partners to ensure a full count of our kids!
Train the Trainer: The ¡Hágase Contar!

Census 2020 Ambassador Training Program

California Trainings:
- Los Angeles County
- Inland Empire
- Central Valley
- San Diego & Imperial
- Orange County
- Ventura County
- Bay Area
- Monterey

Nevada Trainings:
- Clark County

Arizona Trainings:
- Maricopa County

Utah Trainings:
- Salt Lake City

Colorado Trainings:
- Pueblo
- Denver

Missouri Trainings:
- Springfield
- St. Louis

Illinois Trainings:
- Chicago

North Carolina Trainings:
- Raleigh

Texas Trainings:
- Rio Grande Valley
- Dallas Fort Worth
- Austin
- San Antonio
- Houston
- El Paso, Laredo

Ohio Trainings:
- Columbus
- Cleveland

Tennessee Trainings:
- Nashville

Florida Trainings:
- Central
- South

Northeast Trainings:
- New York
- Rhode Island
- Pennsylvania
- Washington, DC
Ways to Get Involved

Visit hagasecontar.org/resources and download:
- Our bilingual communications toolkit
- Various factsheets, infographics, and state-by-state census impact information
- Template resolutions

Visit hazmecontar.org and download:
- Factsheet on the undercount of young Latino children and other useful resources

Distribute information about census jobs: [https://2020census.gov/jobs](https://2020census.gov/jobs)

Participate in your local CCC and reach out to your Partnership Specialist.

Contact a NALEO Educational Fund Regional Census Manager for closer coordination and distribution of material and information

Join our campaign:
- Text “NALEOMEMBER” to 97779
- Text “CENSUS” to 97779
- Text “CENSO” to 97779

Partner on key dates and national days of action and print and distribute census awareness swag and materials

Promote:
- Bilingual national hotline 877-EL CENSO
- hagasecontar.org website

Distribute accurate and up-to-date information on the census by:
- Participating in a training webinar
- Host or participate in a Train the Trainer series

Use our Back to School tools
Thank You!

www.NonprofitVOTE.org
caitlin@nonprofitvote.org