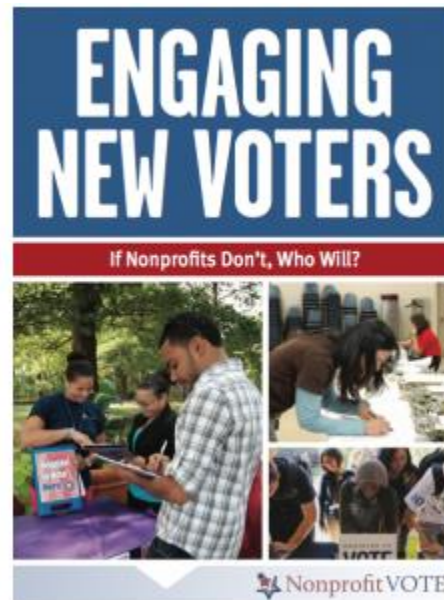
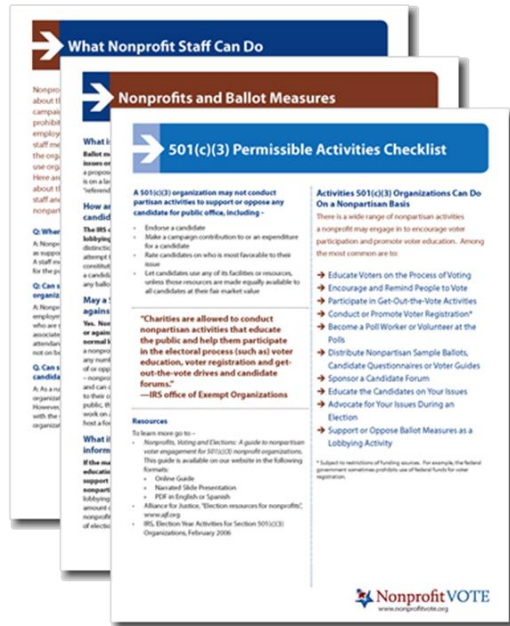


Nonprofits Count 2020: Messaging Campaigns

Who we are

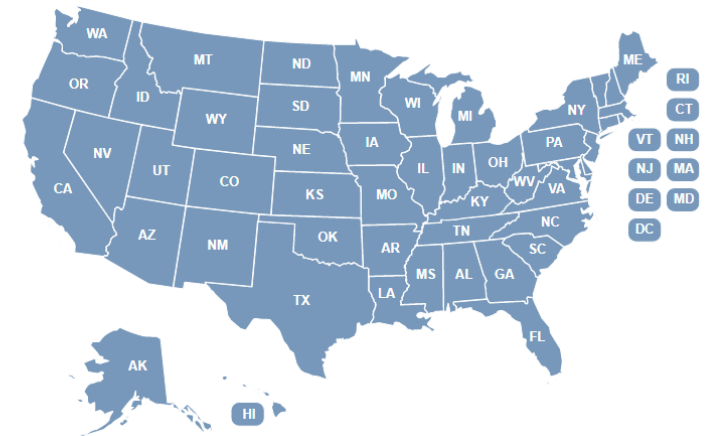
Founded in 2005, Nonprofit VOTE partners with America's nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.



Voting In Your State

Official voting information directly from your state's elections website

- ALABAMA
- ALASKA
- ARIZONA
- ARKANSAS
- CALIFORNIA
- COLORADO
- CONNECTICUT
- DELAWARE



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



This Photo by Unknown Author is licensed under [CC BY-ND](#)

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

CITIZENSHIP QUESTION

NALEO Educational Fund 2019

Survey

- 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

Most Convincing Messages

2019 Survey

- 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

Percent “very convincing” reported		Stand up for each other, be counted	Power in numbers	We're here, this is our home, we count
	Total	54%	53%	52%
Citizen	51%	50%	47%	
Non-Citizen	61%	61%	63%	
US Born	47%	46%	44%	
Naturalized	66%	63%	58%	
LPR	70%	63%	68%	
Undocumented	57%	61%	61%	
18-39	49%	48%	46%	
40+	61%	60%	59%	

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

Percent “**very convincing**” reported

	Public funding, 10 year impact
Total	46%
Citizen	48%
Non-Citizen	43%
US Born	47%
Naturalized	54%
LPR	43%
Undocumented	43%
18-39	41%
40+	53%

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

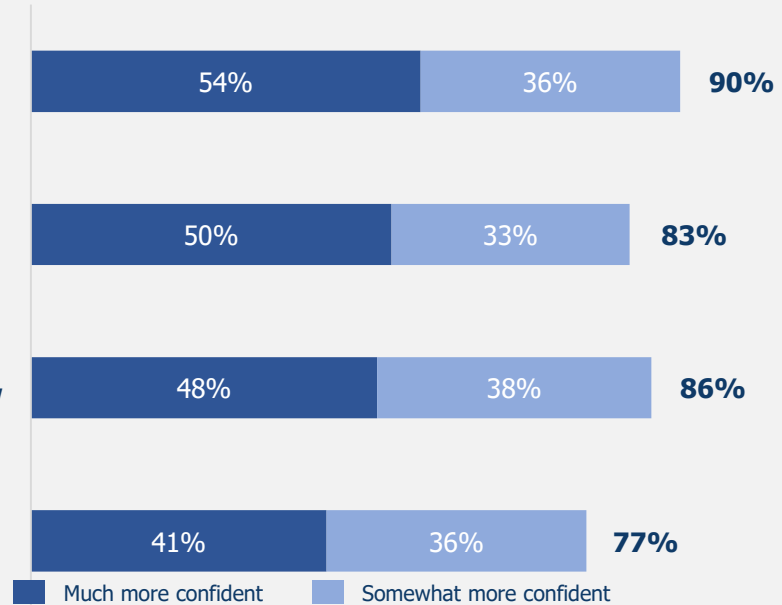
Does [fact] make you feel more/less confident about participating in the census?

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.



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 *iHágase 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 *iHágase 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**



HAGASECONTAR.ORG

Bilingual Information and Resources



Partner Event Entries



Campaign Commitment Form



Downloadable Partner Resources



Direct Cell Connection to National Bilingual Hotline

¡Infórmese sobre el
Censo 2020 y las maneras
en que usted y su familia
pueden ser contados!



Llame a nuestra línea gratuita
bilingüe del censo:

877-EL-CENSO

Lunes a viernes de
8:30 a.m. - 8:30 p.m. ET



877-EL-CENSO (877-352-3676)

Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

**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

The *iHázme Contar!* Campaign is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).



The *iHazme 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 *iHazme 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 *iHágase Contar!* Census 2020 Ambassador Training Program



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>

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