A Guide to Organizing for The Census 2020

New York Counts 2020
Meeta Anand & Wennie Chin
The collective direct efforts by institutions and individuals to encourage completion of the Census 2020 for a fair and accurate count of our state.
Persuasion

Mobilization

Follow Up

GOTC
The Who of GOTC
Hard-to-Count

Hard to Locate

Hard to Contact

Hard to Persuade

Hard to Interview
Getting Out the Undercounted

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
- Persons experiencing homelessness
When is GOTC?
Targeted Follow Up

Mobilization for Self Response

Community Education & Public Awareness Outreach

May–July 2020
non-response follow-up period

March–April 2020
Census 2020 self-response period

pre-Census 2020 rollout
Take advantage of Census Day 2020

April 1, 2020
WE COUNT WEDNESDAYS

19 WEEKS TILL

CENSUS 2020

LET’S GET NEW YORK COUNTED!
The Hows of GOTC
Methods GOTC Outreach

- Mails, Emails, Flyers
- In-person conversations, Community events
- Phone calls, Text Reminders
- Social Media
Digital Access Points

Preparing For the First Digital Census

A Manual for Libraries, CBOs, and Community Advocates
Mail, Email, & Print Communications

- Calendar out GOTC emails
- Include Census pledges in all outgoing mailers
- Use hyperlinks!
- Share flyers and leaflets in common areas
Hang up posters or visuals to increase visibility around Census 2020.
Canvassing In The Community

- Door-to-door visits in your communities
  - Longer conversations
  - Facetime humanizes the process
  - Show & share literature and materials
  - Long-term community organizing
Canvassing In The Community

- Use the right messengers with the right message
  - Multilingual scripts
  - Use effective literature
  - Have laminated copies of the mailers for reference
- Know what you can and cannot do at the door
Evaluate daily with the Census Real Time Maps
Improve your operation with your data.

Take in good data management practices by:

- Cleaning your lists by removing bad addresses
- Remove households who indicate that they have already responded
- Refer to a past contact for an added personalized message
Do not doorknock during the U.S. Census Bureau’s Non-Response Follow Up Operation that will commence in May 2020.
Phone Communications

- Alternative way to reach the Hard-To-Locate
- Contact different communities with language competent callers
- Predictive dialers make phonebanks more effective
- Schedule your phonebanks, make multiple passes of your lists
- Use a local area-code, leave behind a phone number
- Don’t pass on the opportunity to leave a voicemail!
Predictive Dialers & Phone Tools

ngpvan

Thrutalk

HUBDIALER
Text Communications

- Alternative way to reach undercounted communities
- Launch a text pledge!
- Contact different communities with varying scripts
- Take advantage of wrong numbers!
- Link directly to the Census page
Hello, this is Wennie with the NYIC. Did you know the Census Day is April 1st? Have you completed the Census 2020?

What is the Census?

The Census is a survey conducted to count all of the people living in the US. The Census is done only once every 10 years and the data helps shape how federal funding is given to states.

How do I do the Census?

You can actually do it online: www.FillOutTheCensus2020.com. Feel free to reach out if you have more questions about it, happy to help!
Pledge: Collect pledge commitments ahead of the Census 2020 mailers.

Notify: Inform them to look out for the mailers

Remind: Remind individuals to respond!
#CountMeIn!
I pledge to be counted in the Census 2020!

Count Me In!
I pledge to be counted in 2020!
Social Media

- Share fun images! Memes!
- Encourage individuals to share on their networks
19 WEEKS TILL

CENSUS 2020

LET'S GET NEW YORK COUNTED!
Adopting New Tools

1. Use trusted tools that have been tested by organizations

2. Allow sufficient time for training and adoption

3. Pilot the tool with a small group for feedback
What is the magic recipe for GOTC?
There isn’t one!
Your organization’s tactical capabilities

Your outreach plan

Tactics that will reach your target audience
We are in this together.
Work in partnerships and coalitions for added capacity.
Questions?