NYCET CENSUS OFFERINGS
TRAININGS & PARTNERSHIPS

Module 1-Community Training

- Four Corners: Breakdown of Federal Funding NY received based on 2010 census
- Timeline: History of the count for POC communities
- Three Major Challenges: Online, Complex Housing & Distrust in Government

Training currently available in English & Spanish

Module 2- Field meets Data!

Our aim is to make tools that can be tailored to your needs!
SHARING OUR LANGUAGE
NYCET GLOSSARY

- **VAN**: Voter Activation Network. A computer program used by political campaigns and organizations to contact voters and record progress.
  - Virtual Phone Bank: Tool in VAN that facilitates manual phone calls to your contact list; allows you to record survey responses
  - Predictive Dialer: Tool in VAN that dials phone numbers in your contact list and connects you only when someone picks up; allows you to record survey responses
  - MiniVAN: Smart phone app by VAN that facilitates door knocking efforts by providing you with names & addresses, and allows you to record survey responses
• **Voter File**: A file or data set that contains a collection of variables for each voter. These variables may include demographic characteristics, census, turnout, partisanship, contact information and prior voting history.

• **Canvassing**: Going door-to-door. In a 501c3 context, this is typically to register voters, organize around an issue, or for GOTV.

• **Target Universe**: List created based on programmatic criteria for outreach. For example, if a program is designed to reach younger, Asian voters who support the environment, the associated list could include women and men between the ages of 18 and 34 whose race and/or ethnicity appear as “Asian” in VAN.
NYCET GLOSSARY

- ** Universe Request:** NYCET partners may request help from us to create their target universes for them.

- **GOTV:** Get-Out-The-Vote: efforts to encourage individuals to turnout to vote, often within the last 2 weeks before an election.

- **Census Tract:** a geographic region defined for the purpose of taking a census. Sometimes these coincide with the limits of cities, towns or other administrative areas and several tracts commonly exist within a county.

- **Peer-to-Peer Text Messaging:** Peer to peer texting lets organizations send text messages to people with the help of agents. Since agents are manually hitting the send button for every text, with texts going out from a ten digit number, p2p texting stays compliant of texting regulations.
OUR TOOLS!
NYCET CENSUS
“PACKAGES”

- FULL SUITE
- PLEDGE CARD 🖤
  - DIGITAL-ONLY
  - PAPER-ONLY
“DIGITAL ONLY”

- Digital Pledge Card + Database of Contacts
- Webinars
- Access to Community Training Curriculum

Suggested set-up by March

Program Period:
- January-June
- March-April
DIGITAL PLEDGE CARD

Our Voices Count New York

Pledge to Count, New York!

First Name *
Last Name *
Email *
Cell Phone
Zip/Postal Code *
Street:
Not in the US?

ADD YOUR NAME
“PAPER ONLY”

- Paper Pledge + Data Entry + Database of Contacts
- Webinars
- Access to Community Training Curriculum

Suggested set-up by March

Program Period:
- January-June
- March-April
PAPER PLEDGE

The 2020 Census is coming. Our community is counting on you!

☐ YES, my household will be counted in 2020!

______________  ______________
EMAIL             NAME

______________  ______________
CELL PHONE       ADDRESS

☐ YES, sign me up for periodic mobile updates from State Voices Mobile. (Msg & data rates may apply.)

______________
CITY / STATE
PLEDGE CARD

- Digital Pledge Card + Database of Contacts
- Paper Pledge Card + Data Entry + Database of Contacts
- Webinars
- Access to Community Training Curriculum

Suggested set-up by March

Program Period:
- January-June
- March-April
“FULL SUITE”

Suggested set-up by February

- Hard to Count Map
- GOTC Universe Request - universe request that focuses on the hardest to count and loops in the USPS data
- Digital Pledge Card + Database of Contacts
- Paper Pledge Card + Data Entry + Database of Contacts
- Door Knocking through MiniVAN or Paper
- Phone Calls through virtual phone bank or predictive dialer
- Peer to Peer text messaging through Hustle or Shadowchat
- Sample Scripts
- Webinars
- Access to Community Training Curriculum

Program Period:
- January-June
- March-April
  (Greatest Impact)

NYCET CIVIC ENGAGEMENT TABLE
GOTV → GOTC
NYCET Program Dashboard

FILTERS (1) ▼ Date Range 2019-01-01 to 2019-12-31

865k Total Attempts
543k People
64.2k Door Knocks

Attempts by Orgs

<table>
<thead>
<tr>
<th>ORG</th>
<th>CONTACT TYPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWNY</td>
<td>PHONE</td>
<td>3641</td>
</tr>
<tr>
<td>AWNY</td>
<td>WALK</td>
<td>1395</td>
</tr>
<tr>
<td>AWNY</td>
<td>SMS TEXT</td>
<td>3202</td>
</tr>
<tr>
<td>BACDYS</td>
<td>PHONE</td>
<td>2745</td>
</tr>
<tr>
<td>BACDYS</td>
<td>WALK</td>
<td>484</td>
</tr>
</tbody>
</table>

Attempts - Cumulative

- BULK MAIL
- EVENT
- HISTORIC
- MEETING
- NO ACTUAL CONTACT
- PAID WALK
IMPLEMENTATION

Depending on your package, there are suggested set-up times and program implementation times:

- **January** is ideal month to request ad hoc trainings
- **By Jan-Feb** we should set up any initial contact for census, or full set up for any of the larger packages
- **By early March**, smaller package programs are set up
- **March-June** is only for running program or setting up follow-ups and reminders
QUESTIONS?

Melody Lopez  melody@nycet.org

Fryda Guedes  fryda@nycet.org