The collective direct efforts by institutions and individuals to encourage completion of the Census 2020 for a fair and accurate count of our state.
Build Infrastructure → Set Goals → Establish Targets → Message → Mobilize & Protect
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
When is GOTC?
Persuasion
Mobilization
Follow Up
GOTC

Intention
Barriers
Action
Community Education & Public Awareness Outreach

Mobilization for Self Response

Targeted Follow Up

pre-Census 2020 rollout

March–April 2020
Census 2020 self-response period

May–July 2020
non-response follow-up period
Take advantage of Census Day 2020

April 1, 2020
The Hows of GOTC
You're Invited!

TO THE 2020 CENSUS

MONEY

POWER

RESPECT
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
Get Counted in the 2020 Census

By completing the 2020 Census form, you are helping shape our community’s federal funding for:

- Public Schools
- Healthcare
- Food Programs
- Roads & Public Transportation
- Affordable Housing
- Political Representation

This is our chance to shape our community’s future for the next 10 years. Make a difference by completing your 2020 Census questionnaire.

For more information, please visit:
www.2020Census.gov
www.newyorkcounts2020.org

Complete Your 2020 Census

The 2020 Census aims to count every person living in the United States. This count impacts how resources for our families and communities are allocated over the next 10 years.

3 ways to complete the 2020 Census

- Households may complete the Census form online.
- There will be a designated hotline to complete the Census by phone.
- Some households may receive a paper copy of the Census in the mail.

Quick Facts:

1. Everyone living in your household should be counted, including children and roommates.
2. The 2020 Census will only ask about basic information such as name, gender, and age.
3. The Census Bureau does NOT ask for any social security numbers or credit card information.
4. Information collected through the Census Bureau is federally protected and will not be shared with any forms of law enforcement.
5. It is your constitutional right to be counted in the 2020 Census.
6. If New York is undercounted, the strength of our voice in Washington D.C. will be weakened.

NEW YORK COUNTS 2020

Follow us!
@NewYorkCounts2020
#NewYorkCounts2020
Households not Individuals.
Create lists based on Census Tracts.
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
Peer-to-Peer Text Tools

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!
Online & Paper Pledges

#CountMeIn!
I pledge to be counted in the Census 2020!

Count Me In!
I pledge to be counted in 2020!
Count Me In!
I pledge to complete the 2020 Census to ensure fair dollars for:

- Public Schools
- Healthcare
- Food Programs
- Roads & Transportation
- Affordable Housing
- Political Representation

Please Sign or Initial

I pledge to be counted!

Name

Address

Keep In Touch!

E-mail

Phone Number

YES, sign me up for mobile updates. Standard messages & rates may apply.

For more information, please visit:
www.2020census.gov
www.newyorkcounts2020.org
Social Media

- Share fun images! Memes!
- Encourage individuals to share on their networks
WE COUNT WEDNESDAYS

19 WEEKS TILL

CENSUS 2020

LET’S GET NEW YORK COUNTED!
HAPPY CENSUS YEAR 2020!

8 WEEKS TILL CENSUS 2020
LET'S GET NEW YORK COUNTED!

13 WEEKS TILL CENSUS 2020
LET'S GET NY COUNTED!

12 weeks till CENSUS 2020
let's get ny counted!
LET'S TACO BOUT THE 2020 CENSUS
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
NEW YORK COUNTS 2020
Working together for a fair and accurate Census

a guide to organizing for the Census
We are in this *together*. 
Work in partnerships and coalitions for added capacity.
Thank you!

Questions?

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