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**MICHIGAN2020**

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Michigan Nonprofit Association

**CMF** Council of  
Michigan  
Foundations  
*Growing the impact of Michigan philanthropy*

# Census 2020: Operations 101

June 24, 2019

## Agenda

Welcome +  
Introductions

**Nellie Tsai**, Community + Civic Engagement Director,  
Michigan Nonprofit Association



MI Nonprofits Count  
Campaign Overview

**Joan Gustafson**, External Affairs Officer, Michigan  
Nonprofit Association



Census Operations  
101

**Eric Guthrie**, State Demographer, State of Michigan



Effective Nonprofit  
Activities

**Melissa Smiley, PhD**, Special Assistant + Strategy  
Officer, Community Foundation for Southeast Michigan



Closing

**Nellie Tsai**, Community + Civic Engagement Director,  
Michigan Nonprofit Association



*Webinar Moderator*

*Erin Skene-Pratt*  
*Consultant, Michigan Nonprofit Association*



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# MICHIGAN NONPROFITS COUNT CAMPAIGN OVERVIEW

# CAMPAIGN OVERVIEW

## OUR CAMPAIGN

In July, 2017 Michigan Nonprofit Association (MNA) was awarded a 3-yr. grant from the W.K. Kellogg Foundation to launch 2020 Michigan Nonprofit Counts Campaign. Since then more than 40 foundations and the State of Michigan have invested in the campaign.

Modeled on a similar campaign MNA did for Census 2010, the 2020 Michigan Nonprofits Count Campaign is a collaborative, coordinated, statewide effort to encourage participation in the census in communities that are at significant risk of being undercounted.



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Everyone Counts.  
Everyone Wins!  
And We're Counting On  
You!

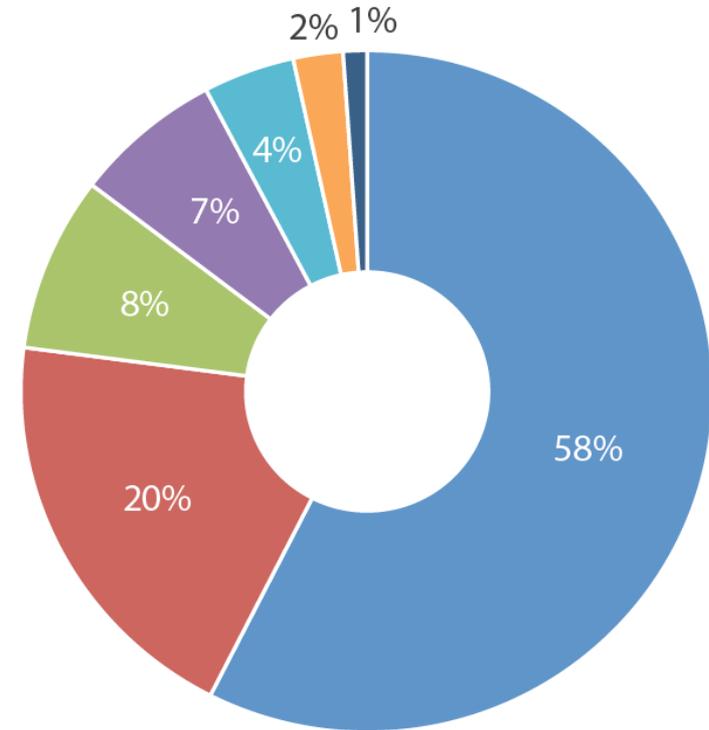
There is strength in numbers. The more people counted means more power and money for Michigan residents. Michigan stands to lose an estimated \$1,800 per person per year in federal support for programs that use census data.

[Translate »](#)

# WHAT'S AT STAKE?

- Accurate census data are essential for the fair distribution of the country's 435 congressional seats and for the fair allocation of government resources
- Michigan is at risk of losing another seat this time
- More than 15 billion federal and state program dollars were distributed to Michigan communities annually based on census data
- This is particularly important for Michigan because about 42% of our state budget relies on federal funding

## LARGEST FEDERAL SOURCES THAT USE CENSUS DATA FOR DISTRIBUTION



- Medicare/Medicaid/Health Centers
- SNAP/WIC/School Lunch
- Education (Title I, IDEA, Headstart)
- Infrastructure (Highways, Roads, Bridges)
- Housing (Section 8)
- Children (Child care, S-CHIP, Foster Care)

# WHY NONPROFITS?

## **MICHIGAN NONPROFITS: UNIQUELY QUALIFIED TO MOBILIZE THE HARD-TO-COUNT POPULATIONS FOR CENSUS 2020**

Historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and those living in poverty (“hard-to-count populations”) leading to inequality in political power, government funding and private-sector investment for these communities.

## **WHY NONPROFITS TO MOBILIZE THE HARD-TO-COUNT POPULATIONS:**

- Located in communities most at risk of being under counted – urban and rural.
- Maintain everyday contact and have trusting relationships with the communities they serve.
- Manage cultural sensitivities and language needs within their communities.
- Nonprofits driven by social missions strive to ensure their communities have access to the funds, services, representations, and physical and social infrastructure affected by the Census count.
- Nonprofits are keenly aware of the negative impact an undercount will have on their communities, and that they will need to find ways to make up for the shortfalls.

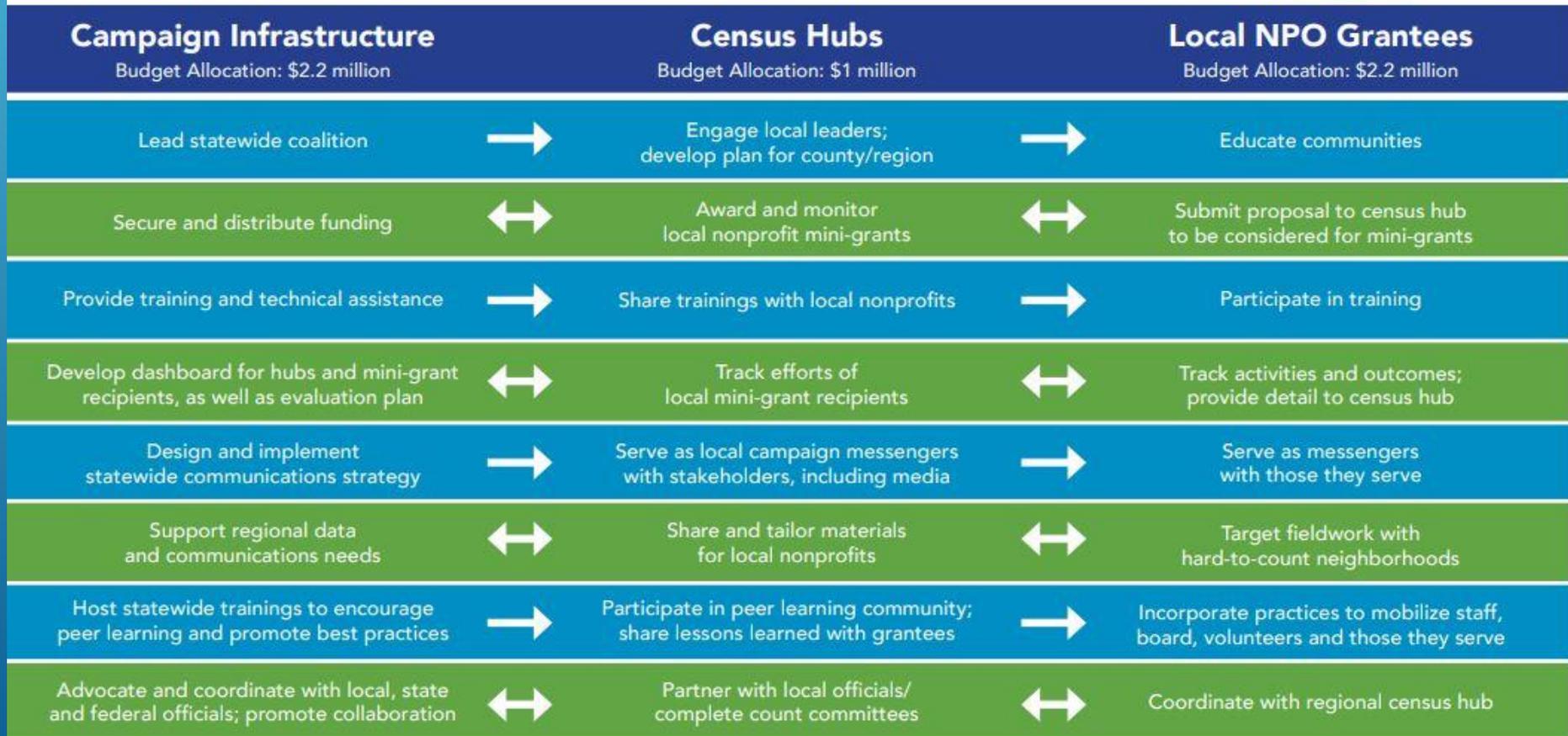
# Michigan Nonprofits Count Campaign Framework



**Purpose:** Mobilize nonprofits across the state to achieve a fair and accurate count in the 2020 census and build the capacity of nonprofits to address future issues that threaten the health and well-being of our communities.

**Budget:** The three-year budget for 2018 - 2020 is \$5.4 million.

**Roles:** The campaign infrastructure is led by Michigan Nonprofit Association, census hubs and local nonprofit organization (NPO) grantees.





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## CENSUS OPERATIONS 101

# WHO IS COUNTED?



All persons living in the United States on April 1, 2020 are counted in the census at the place of residence where they live/sleep most of the year.

Every household will receive an invitation to fill out the 2020 census.

One person from the house will fill out the census and include *everyone* living at that address – relatives/non-relatives, legally/ illegally.

## TIMELINE FOR RESPONDING

Invitations to fill out the census will go out in waves, starting in March 2020.

Households will have until July 2020 to fill out the census.

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## HOW TO FILL OUT THE CENSUS

Every household will have the option to self-respond one of three ways:

- Internet (on-line)
- Telephone
- Paper questionnaire

# CENSUS ASSISTANCE



Online census will be available in English and 12 non-English languages: Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, & Japanese.



Phone assistance for the census will be available in English and 13 non-English languages: Spanish, Chinese Mandarin, Chinese Cantonese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, & Japanese.



Paper questionnaire and mailing materials will be available in English and Bilingual English/Spanish.

## ADDITIONAL LANGUAGE GUIDES + RESOURCES

Video + Print language guides will be available in 59 non-English languages.

Language guides will include versions in American Sign Language, braille, and large print.

# SPECIAL CIRCUMSTANCES

The **Residence Criteria** used to determine where people are counted during the 2020 Census say:

- Count people at their usual residence, where they live/sleep most of the time.
- People in certain types of group quarters are counted at the group facility.
- People who do not have a usual residence or cannot determine a usual residence, are counted where they are on April 1, 2020.

## GROUP QUARTERS

Places where people stay in a group living arrangement that are owned/managed by an entity providing housing and/or services for the residents are counted at that facility. *THINK: college dorms, military installations, nursing homes, prisons, hospitals, shelters, etc.*

## UPDATE/ LEAVE

Places without reliable mail service, with high seasonal turnover, or recovering from natural disasters, and American Indian reservations. Census workers will go door-to-door to “update” address list and hand-deliver (“leave”) materials.

## TRANSITORY

In person counts conducted by Census Bureau officials is the primary mode for data collection for this population. Includes people living in RV parks, campgrounds, racetracks, circuses, carnivals, marinas, hotels, and motels.

# NON-RESPONSE FOLLOW-UP

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What happens if you don't respond to the census?

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Every household that doesn't respond to the initial invitation to fill out the census will be sent reminders in the mail (including eventually, a paper questionnaire) before someone follows up in person.

This non-response follow-up will begin in April 2020 with college housing and continue from May through July 2020.

Call centers will not be used for non-response follow-up.

Timeframe	March 12 – 20	March 16 – 24	March 26 – April 3	April 8 – 16	April 20 – 27
What's sent	Initial invitation	Reminder letter	Reminder postcard	Reminder letter + paper questionnaire	Final reminder postcard

# QUESTIONS + ANSWERS



You can type your question into the chat box, or you can raise your virtual hand and we'll unmute you.

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## EFFECTIVE NONPROFIT ENGAGEMENT STRATEGIES

# OUTREACH PHASES

Now –  
Dec  
2019

## RAISE AWARENESS

Share the importance of the census with your nonprofit and those you serve. Some sample talking points you can consider adopting:

- Our communities may be under-counted and we need to work together to address concerns
- This is a very different census
- Census engagement can be integrated into your nonprofit's work

Now –  
Dec  
2019

## BUILD ORGANIZATIONAL CAPACITY

Educate yourself and your organization on Census 2020. How will the census affect your organization and the community you serve?

Jan –  
May  
2020

## MOTIVATE TO RESPOND / PARTICIPATE

Ask staff and constituents to get their friends and neighbors to complete the census online, by phone, or by paper. Make the Census a top community activity for April 2020.

# SUGGESTED ACTIVITIES

JUNE - AUGUST 2019



## RAISE AWARENESS

Share what's at stake with staff, board, and network

Create a link on your website to the [BeCountedMI2020.com](https://BeCountedMI2020.com) and [Nonprofitvote.org](https://Nonprofitvote.org)

## BUILD ORGANIZATIONAL CAPACITY

Learn about the census – timeline, operations, impact

Learn about the areas of your community that may be hard to count

(<https://www.censushardtocountmaps2020.us>)

Assign a staff person or volunteer as your nonprofit's census liaison

## BUILD RELATIONSHIPS

Connect with a local census hub (<https://becountedmi2020.com/engage/>)

# SUGGESTED ACTIVITIES

SEPTEMBER – DECEMBER 2019



## RAISE AWARENESS

Develop messages to connect the census to your work

Promote the census in your e-communications and social media platforms

Include at a conference or other convening

## BUILD RELATIONSHIPS

Contact your local or regional census office about partnering

Advertise U.S. Census Bureau job opportunities

Contact your city and/or county about local complete count committees

Train community members to spread the word



# SUGGESTED ACTIVITIES

**JANUARY – MAY 2020**

**MOTIVATE /  
ENCOURAGE  
PARTICIPATION  
IN CENSUS**

## **COMMUNITY PRESENTATIONS / OUTREACH**

- Hold educational or community forums
- Present at meetings or conferences
- Provide information at community events
- Serve on local complete count committee
- Phone banking / door-to-door educational canvassing

## **SHARE RESOURCES**

- Place posters / collateral in common areas
- Give out informational postcards
- Share sample census forms
- Make computers/phones available to community

## **PROMOTE PARTICIPATION**

- Newsletter articles
- Share on social media

# THINGS TO CONSIDER

## THIS IS AN EVOLVING PROCESS

A lot of things are still being determined by the Bureau, which means messaging and plans could be subject to change

## COMMUNITIES' CAPACITY

We need to meet communities where they're at – how they are affected by what's happening in the environment they're in and how we enter these spaces

## ORGANIZATIONAL CAPACITY

Understand the available bandwidth of your organization

## RESOURCES + STAFF

Take the time to educate your staff and volunteers on the census, and make sure the resources you have available suit your needs

# QUESTIONS + ANSWERS



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**THANK YOU!**

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