

The Michigan Nonprofit Association (MNA) is a statewide membership organization dedicated to serving Michigan's diverse nonprofit communities by helping them to advance their missions. Through civic engagement, advocacy, training and providing supportive services, MNA supports nonprofits as vital leaders in building and sustaining thriving communities throughout Michigan.

For Census 2020, MNA is leading the 2020 Michigan Nonprofits Count Campaign, a collaborative, coordinated, statewide effort of hundreds of nonprofits to encourage members of traditionally hard-to-count populations to participate in the Census. As trusted members within the communities they serve, nonprofits are uniquely qualified to reach out to these at-risk populations to provide education on what's at stake for them if Michigan does not get an accurate Census count (a loss of \$1,800 per person per year in federal funding), how the negative impact of such a count would affect them over the next 10 years, and how to complete the Census, especially with the online application focus for 2020.

MNA's Census 2020 Advocacy Work

MNA's Census 2020 advocacy work encompasses a wide range of initiatives, from local, regional, state and federal levels of government to raise awareness and obtain funding, to on-the-ground targeted fieldwork to ensure engagement.

State Level Advocacy

Working with the State Demographer:

- MNA has identified specific regions with high concentrations of hard-to-count populations.
- With the creation of Regional Census Hubs, MNA is helping to award and administer mini-grants to support outreach initiatives. with the awarding and administration of mini-grants to support outreach initiatives.

MNA is working to secure a \$1million appropriation in this year's state budget for the Census.

To make the case to fiscal conservatives that a complete and accurate Census count benefits all Michigan residents, MNA is addressing the ROI aspects. For example, with a complete count, money will be available to repair Michigan's crumbling highways, which will help support interstate commerce. Michigan will also maintain the congressional seat it is in danger of losing, which means maintaining Michigan's power and influence in Washington.

State-level Regular Meetings

- Governor Rick Snyder's office & key cabinet members, e.g., the Director of the Department of Civil Rights
- Nonprofit Legislative Caucus, Black Legislative Caucus; Latino Legislative Caucus
- Chair of Appropriations in the House and Senate
- Asia Pacific American Affairs Commission
- Commission on Middle Eastern Affairs
- Hispanic/Latino Commission of Michigan
- Michigan Office of New Americans

Federal Level Advocacy

MNA has addressed all members of Michigan's congressional delegation.

- The Data Dissemination Specialist from the U.S. Census Bureau & the State Demographer demonstrated a powerful example of a public-private partnership; e.g., the coalition MNA is building with the 2020 Michigan Nonprofits Counts Campaign.
- Letter to Wilbur L. Ross, U.S. Secretary of Commerce, urging rejection of request to add a new citizenship question to Census 2020; stating that the new proposed question would raise concerns in all households about how the government might use the information. This could discourage people from participating in the Census, resulting in an undercount. MNA will continue to address these types of Census-related policy issues as they arise.