

# Crafting Your Census Campaign Plan



# Hi, I'm Christina!

Senior  
Project Manager  
*270 Strategies*



270 STRATEGIES



# Who We Are



270 STRATEGIES

DBT

## 270 Strategies and Do Big Things

We are community organizers, digital strategists, communications professionals, and data scientists who have dedicated our lives to building communities, campaigns, and organizations focused on making the world a better place.

We got our start working for presidential campaigns and cause-based organizations and know that organizing starts with a deep understanding of your community. Over the last five years, we've worked with hundreds of national and international campaigns and advocacy organizations to build out their campaign and engagement programs.

# Our Process

Since October 2018 our team has conducted digital assessments of National Hubs:



Content is driven by a comprehensive analysis of the field, paired with our organization's wealth of experience in relevant civic engagement work

Ongoing Collaboration:



The Leadership Conference

# The Broader Landscape



The Leadership  
Conference



ABOUT IMPACT

# The Census Counts.

So do you. Don't miss out. >

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# Getting Started

## Download the Campaign Planning Template and Sample Budget

*Keep it handy for the second half of this training*



# Training Schedule

UP  
NEXT

JUL 24 Crafting Your Census Campaign Plan

TODAY

AUG 13 **Assessing Your Digital Readiness for GOTC**

SEP 10 Content Strategy for HTC Communities

SEP 24 Developing Your Hard to Count List

OCT 08 Optimizing your GOTC Program

This is the first of five online trainings that will walk you through GOTC from **plan development to program evaluation**

# Today's Agenda

Here's what we're going to  
cover today

Training Goals

Plan Components

GOTC Overview

GOTC Campaign Framework

# Goals for Today's Training

**Understand the key  
elements of campaign  
planning with an emphasis  
on digital organizing**

**Begin developing your  
census GOTC strategy**

# Digital Organizing

**Digital organizing is all about using digital tools to reach your audience and get them to take action**

- Our lives are increasingly online and are dependent on a culture of convenience
- This is the first time the census is conducted online
- Engage your community on the same mediums where they'll eventually fill out the form
- Scale and track your outreach

# A Digitally Forward Campaign Plan

- One GOTC plan that seamlessly integrates both the online and offline tactics
- Digital organizing is all about the tactics you use to reach people
- Digital is not just investment into apps, software, and technologies
- Tailored to how your community engages with digital platforms

# Plan Components

# Your Plan Components

## **Program overview and timeline**

Plan objective and the pacing

## **Planning framework**

Your mission, strategy, goals

## **Staffing**

Building capacity for the short and long-term

## **Budget**

Costs associated with plan implementation

## **Program Measurement**

Key metrics for program evaluation

# Get Out the Count Overview



# Timeline for GOTC Action

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## Education

**Now - Dec '19**

Raise awareness about  
the upcoming census

## Promotion & Mobilization

**Jan '20 - Apr '20**

Encourage households  
to fill out the census

## Targeted Action

**May '20 - Jul '20**

Outreach to those who  
have not yet responded to  
the census

# Get Out the Count Campaign Framework

# Open your campaign planning template

*In this next section we'll walk you through  
each component of your campaign  
framework*

# Framework Overview

# Campaign Framework

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## Mission

Ultimate end-result or achievement

## Goals

Objective that must be reached to advance the mission

## Strategy

Plan of action designed to use your resources to achieve the goal

## Tactics

Specific actions taken to carry out the strategy

# Campaign Framework

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**Mission**

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**THIS IS  
WHERE IT  
GETS  
DIGITAL**

Mission

# Your GOTC Program **Mission**

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**Mission**

**Increase your community's participation in the 2020 census**

Goals

Strategy

Tactics

# Example: VOICES for Alabama's Children

**Mission**

**Ensure that all children, birth through 5, are counted in Alabama**



Goals

Strategy

Tactics

# Goals

# Your GOTC Program **Goal**

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Mission

**Goals**

Strategy

Tactics

**Increase self response submissions for your  
HTC targets**

# Your Audience: Question to Consider

## What kind of organization are you?

### Serves HTC Populations

You provide a service to a community that includes a lot of people who are also likely to be undercounted.

### Outreach Organization

You specialize in organizing/outreach and you will need to build a list of targets.



# Developing a Goal Number

## Total number of people your program will reach

### ART

- Motivating (lofty but realistic)
- Makes sense from a narrative perspective

### SCIENCE

- Related to total HTC target number
- Informed by data & past census numbers

FOR MORE: Attend our [Developing Your Hard to Count List](#) training on September 24th



# Example: VOICES for Alabama's Children

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Mission

Ensure that all children birth through 5 are counted in Alabama

Goals

Increase count in communities where children were undercounted in 2010 census

Strategy

Tactics

Strategy

# Your GOTC Program **Strategy**

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Mission

Goals

**Strategy**

Tactics

**Plan for engaging & mobilizing your HTC targets**

# Components of Your Strategy



Audience, narrative, and action are the foundations of engagement strategy

# Strategy Rubric

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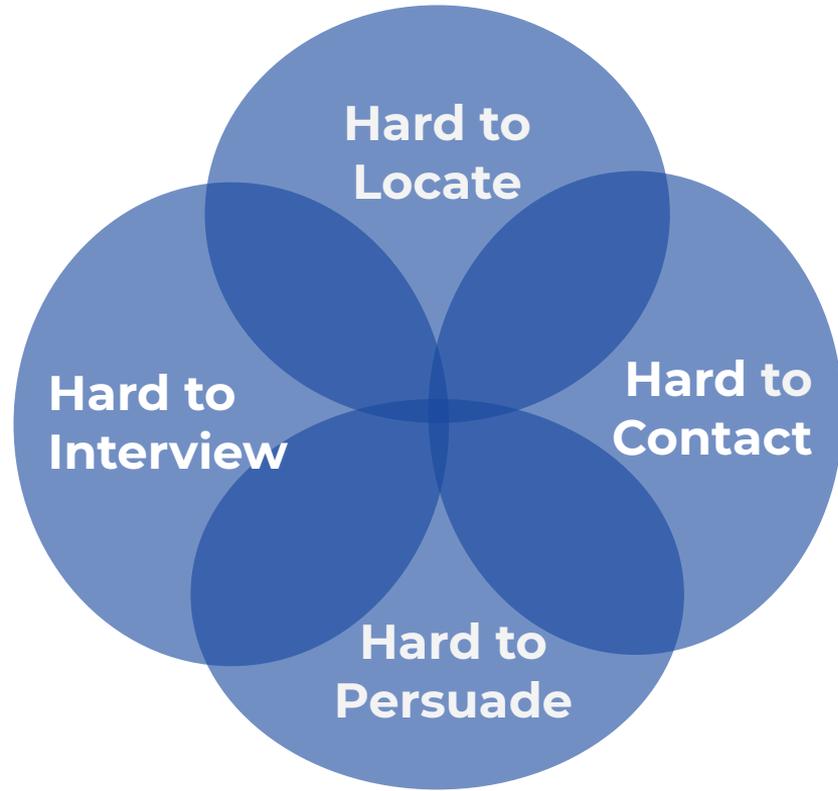
1. If your strategy is executed effectively, will it enable you to meet your goal?
2. Does your strategy take advantage of your organization's current strengths?
3. Does your strategy detail how you're going to interact with your community to achieve your goal? (i.e. who will you educate, persuade, and mobilize?)

# Who's Hard to Count

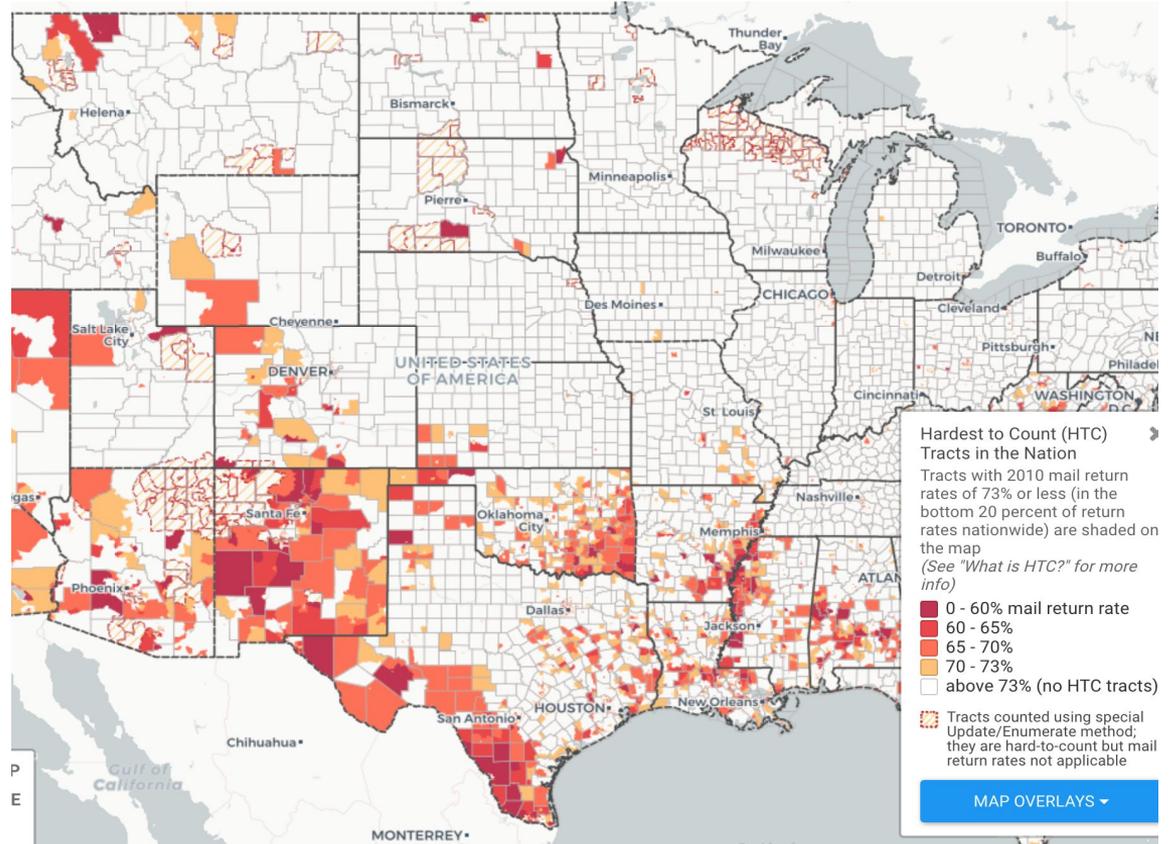
## Examples

- Young children
- Highly mobile persons
- Racial & ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants

Source: United State Census Bureau – The 2020 Census: Counting Everyone Once, Only Once, and in the Right Place



# Integrating Mapping Tools



# Message

Stay tuned for updates at

CensusCounts.org

- **[AWARENESS]** The 2020 Census is coming soon. Will you and your community count? Or will you be missing?
- **[FOCUS ON SPECIFIC COMMUNITY RESOURCES]** If your community isn't fully counted in the 2020 Census, you will miss out on **political representation**, on **money for your children's classrooms**, on **jobs and health care centers** for the next 10 years.
- **[ACTION]** **Pledge** to be counted in the 2020 Census. / **Apply** for a job./ **Tell a friend** about the importance about the 2020 Census.



# Example: VOICES for Alabama's Children

Audience + Message

## Whose Child is Missing? in the 2020 Census

### Situations Where Children May Not Be Counted

- The child splits time between two homes.
- The child lives or stays with another family or with another relative such as a grandparent.
- The child lives in a household with young parents or a young, single mom.
- The child lives in a household that is large, multigenerational, or includes extended or multiple families.
- The child is a newborn.
- The child lives in a non-English or limited-English speaking household.
- The child lives in a lower income household.
- The child lives in a household of recent immigrants or foreign-born adults.
- The child lives in a household that rents or recently moved.
- The child lives in a household where they're not supposed to be, for one reason or another.
- A child who is staying temporarily with family or friends but has no permanent home.



The 2010 Census should have counted **17,318** additional Alabama children under age 5.

**We need your help** closing this gap in the 2020 Census.  
**Learn the solutions at:**  
<https://countallkids.org/>

Our undercount has cost us...

**\$13,075,090**

every year in funding from just five of the many federally funded programs for children and families.



Say #CountMeIn to #CountAllKids in 2020 and help us spread the word.



#Census2020



# Move to Action

- What actions do you want your audience to take?
- How will these actions change over time?
- Will actions change by phase?



# Sample Actions Over Time

Learn about census impact

Sign pledge card

Follow up from trusted messenger

Fill out census reminder



# Example: VOICES for Alabama's Children

## Mission

Ensure that all children birth through 5 are counted in Alabama

## Goal

Increase count in communities where children were undercounted in 2010 census

## Strategy

Target HTC audience geographically to educate, show impact and increase awareness through online and offline outreach bolstered by statewide connections

### 1. Audience

Communities where children birth through 5 were undercounted in 2010

### 2. Message

Focus on impact on community

### 3. Action Plan

Learn, understand, commit, fill out

# Tactics

# Your GOTC Program **Tactics**

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Mission

Goals

Strategy

**Tactics**

**How will you enact your plan?**

# Best Practices for Selecting Tactics

**Start with your strategy**

Take a look at the strategy you determined for your campaign. What specific actions will you need to take in order to effectively execute your strategy?

**Set impact metrics for each tactic**

For each potential tactic you listed, determine what it would look like to make a tangible impact

**Consider resources & capacity**

Do you have the resources and capacity to make an actual impact using the tactic? If not, don't do it

**Develop tactics for sustained action**

Can you implement a program around this tactic that encourages lasting engagement? If not, don't do it

# Example: VOICES for Alabama's Children

## Mission

Ensure that all children birth through 5 are counted in Alabama

## Goal

Increase count in communities where children were undercounted in 2010 census

## Strategy

Target HTC audience geographically to educate, show impact and increase awareness through online and offline outreach bolstered by statewide connections

## Tactics

Distribute census educational flyer in doctor offices or take-home folders, pledge cards, and digital ads

### 1. Audience

Communities where children birth through 5 were undercounted in 2010

### 2. Message

Focus on impact on community

### 3. Action Plan

Learn, understand, commit, fill out

Thank you!

Up next, on August 13th is:

# Assessing Your Digital Readiness for GOTC

Registration for this training is now open!

Find all of our trainings and RSVP here:

<https://censuscounts.org/digital-organizing-tools/>