Crafting Your Census Campaign Plan
Hi, I’m Christina!

Senior Project Manager
270 Strategies
Who We Are

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 Broader Landscape

The Census Counts.

So do you. Don't miss out.
Getting Started

Download the Campaign Planning Template and Sample Budget

Keep it handy for the second half of this training
Census Campaign Planning Template

Census Counts Digital Organizing Training Series

Below you’ll find everything you need to begin crafting your census GOTC campaign plan. While this plan may change as your work develops, it’s important to have a plan drafted to the best of your ability to share your campaign’s focus and direction.

MISSION
What will you accomplish if our campaign is successful? What is the end result? How does this tie to your broader work?

GOAL
What does successful GOTC outreach look like?
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 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
Count everyone once, only once, and in the right place.
Timeline for GOTC Action

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

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

- **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
Mission
Your GOTC Program  

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

Mission

Increase self response submissions for your HTC targets

Goals

Strategy

Tactics
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.

Your Audience: Question to Consider
Developing a Goal Number

For More: Attend our Developing Your Hard to Count List training on September 24th

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

**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**

- Mission
- Goals
- **Strategy**
- Tactics

Plan for engaging & mobilizing your HTC targets
Components of Your Strategy

HTC Targets
Message
Move to Action

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

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

Hardest to Count (HTC) Tracts in the Nation
Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.
(See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

HTC Targets: Message to Move to Action

CENSUS COUNTS 2020 | 270 STRATEGIES
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
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

- Mission
- Goals
- Strategy
- Tactics

How will you enact your plan?
Best Practices for Selecting Tactics

Start with your strategy

Set impact metrics for each tactic

Consider resources & capacity

Develop tactics for sustained action

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?

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

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

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/