Assessing Your Digital Readiness for GOTC
Hi, I’m Cheryl!

CEO

Do Big Things
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.
Check out these census resources:

- U.S. Census Bureau
- Census Counts Website
- Census 2020 HTC Map (Romalewski)
- GOTC Toolkit
- Count All Kids (children)
- Prison Policy Initiative (incarcerated people)
Our Process

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

Content will be driven by a comprehensive analysis of the field, paired with our organization’s wealth of experience in relevant civic engagement work.

Ongoing Collaboration:
Training Schedule

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

**JUL 24** Crafting Your Census Campaign Plan

**AUG 13** Assessing Your Digital Readiness

**SEP 10** Content Strategy for HTC Communities

**SEP 26** Developing Your Hard to Count List

**OCT 08** Optimizing your GOTC Program

*Updated date*
Today’s Agenda

Here’s what we’re going to cover today

- Training Goals
- Reaching Your Audience Online
- Organizational Assessment
- Tools and Consultants
- Q&A
Goals for Today’s Training

1) Assess your digital readiness
2) Understand your team’s skill set, gaps, ability
3) Learn tools and skills needed to effectively execute campaign plan
Census Digital Readiness Assessment

Overview
This document serves to help you and your organization assess your digital readiness for Get Out the Count (GOTC). Following the completion of this assessment, you will have explicitly outlined:

1. Who your digital audience is;
2. An organizational assessment of your skills, capacity and budget;
3. An assessment of your existing digital organizing tools;
4. New digital tools to invest in for maximum effectiveness; and,
5. Where you may or may not need a consultant’s help.

Note: This document is best utilized after completing the Census Counts online training: Assessing Your Digital Readiness for GOTC. Go to CensusCounts.Org/digital-organizing-tools to watch our full training on digital readiness and the concepts referred to in this document.
Reaching Your Audience Online
## Your Campaign Strategy

<table>
<thead>
<tr>
<th><strong>Mission</strong></th>
<th>Ultimate end-result or achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Objective that must be reached to advance the mission</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Plan of action designed to use your resources to achieve the goal</td>
</tr>
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<td>Specific actions taken to carry out the strategy</td>
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*From our Crafting Your Campaign Plan for Census training*
Your Campaign Strategy

**Mission**
Ultimate end-result or achievement

**Goal**
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

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1. **Audience**
Who you are going to reach – your community

2. **Message**
Tailored and targeted messaging to motivate your audience to complete the Census

3. **Action Plan**
How you will motivate your audience to complete the Census

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From our Crafting Your Campaign Plan for Census training
Grounding the work in your organization’s HTC community

Who are your mobilizing to complete the census?
You should research things like:

- Historical census participation numbers
- Change in the makeup of your community since 2010
- Internet accessibility of your community
- Successes from past platforms and tools
- Tactics from other campaigns and allies
Digital outreach is effective and efficient, especially for hard to reach communities.

Percent of adults who regularly use the internet:

- Rural: 85%
- Urban: 91%
- Black: 85%
- Hispanic: 86%
- Income <$30k: 82%

Source: Pew Research
Meet your community where they are, and utilize existing knowledge + research to target and reach your audience.

Where does your community get their information?  
*Social media, TV, radio, online news, etc.*

Where is your community most engaged online?  
*Facebook, Instagram, YouTube, etc.*
How can you reach your community and motivate them to action?

Digital Organizing!

A set of tactics to reach your community.
What is digital organizing?
Reaching your community through digital organizing

Digital Ads
SMS
Email
Social Media

FOR MORE: Watch our foundational videos at bit.ly/CensusCountsVideos
What is relational organizing?

Relational organizing is harnessing personal relationships and connections to reach and communicate with your target audience.
How does digital organizing fit into your larger census campaign plan?

Integration!

Digital organizing should never be separate or siloed – your online tactics should amplify your offline action.
Organizational Assessment

Are you ready for digital organizing?
You probably have some of these skills – for example, many people use Facebook – it’s about *transferring those skills* to move people to complete the census.

Do it!
Skills needed for digital organizing

Writing (writing to reach your audience)

Design/Creative (what images are best)

Checklisting (for digital)
Skills needed for digital organizing

Technical Skills
Setting up emails, updating website, using social media (platforms and/or software)

Targeting

Data Management
### Where can your staff build these skills?

<table>
<thead>
<tr>
<th>Category</th>
<th>Example</th>
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<tbody>
<tr>
<td>On-the-job training and skill sharing</td>
<td>Your colleagues and connections</td>
</tr>
<tr>
<td>In-person trainings</td>
<td>National hub networks (i.e. State Voices, Leadership Conference) meetings</td>
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<tr>
<td>Additional webinars</td>
<td>Census Counts webinars and videos</td>
</tr>
<tr>
<td>MOOCs (massive open online courses)</td>
<td>Lynda.com, EdX.com</td>
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Capacity
Questions to Consider

Capacity

Does your organization have digital staff? Can you bring someone onboard?

What is the experience of your organizing, communications or data staff? Could they fill that gap?

Do your existing staff members have the time and resources to do this work?
Budget
Questions to Consider

Budgeting

What do you need to spend money on? How many people are you trying to reach?

How can you prioritize digital organizing + cut costs?

Where can you engage volunteers in your work? Where can you use free tools?
Tools
Digital tools are mechanisms to **efficiently execute** your digital organizing tactics, which are a part of your broader strategy.
Types of Tools

Tools you may need for digital organizing programs

- Media + Messaging
- Data Analytics + Modeling
- Community Engagement
Types of Tools

Tools you may need for digital organizing programs

Media + Messaging

- Digital ad targeting
- Digital ad buying
- Email mailers
- Social listening
- Social networks
Types of Tools

Tools you may need for **digital organizing programs**

<table>
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<tr>
<td>Content testing &amp; optimization</td>
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<tr>
<td>CRM &amp; data management</td>
</tr>
<tr>
<td>Data aggregation &amp; mapping</td>
</tr>
<tr>
<td>Modeling &amp; targeting</td>
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Types of Tools

Tools you may need for digital organizing programs

Community Engagement

- Mass texting
- Peer-to-peer texting
- Relational organizing
- Volunteer management

Keep in mind: many of your offline tactics (e.g. canvassing) will be supported by digital tools.
4-Step Process for Successful Tool Use

1. Assessment of current tools
2. Assessment and selection of new tools
3. Adoption and integration of new tools
4. Ongoing monitoring of use and general troubleshooting
Assessing your existing tools

When assessing your existing tools for digital organizing, your organization should consider...

1. How do you plan to reach your audience online? What tools do you have?
   *Tactics*

2. Can your staff effectively use your tools?
   *Skills*

3. How do your tools impact your staff’s time and resources?
   *Capacity*

4. Are your tools proven to generate concrete results to justify the cost?
   *Budget*
Tool selection guidance

When selecting tools for digital organizing, your organization should consider...

1. **What are you looking to do?**
   
   *Tactics*

2. **Which tools match up with the skill set of your team?**
   
   *Skills*

3. **Will this save you time and resources?**
   
   *Capacity*

4. **How much are you able to spend?**
   
   *Budget*
Tool Example: Hustle

**Tactic**
Peer-to-peer SMS

**Capacity**
1 hour per 1,000 messages

**Skills**
Writing, cmtv mgnt, mobile phone use, smartphone + internet accessibility

**Budget**
$0.30 per contact (estimated, varies by size of list)
Working with Consultants and Vendors
Consultants and Vendors

Working with outside consultants and vendors isn’t for everyone or every situation.
Why should you hire a consultant or vendor?

- Expert counsel
- Additional skills
- Added capacity or time constraints
- Budget efficiency
Types of Consultants

Strategy
General consulting, outside assessment of programs, strategic planning

Program-specific
Digital ads consultants, SMS consultants, email consultants, social media consultants, etc.

Production
Website production; video filming, editing and production

Check out our GOTC Budget Template for estimated pricing for consultants
Your consultants should have strong a deep understanding of and history of working within your community.

Cultural competency should be prioritized when assessing if a consultant is right for your organization.
Full Group Q&A
Next Step: Complete the GOTC Digital Readiness Assessment
Next Step: Complete the evaluation, which will be in your inbox shortly.
Content Strategy for HTC Communities

Registration for this training is now open: go to censuscounts.org/digital-organizing-tools to join!
Thank you!