

Hello there. We are

Do Big Things

Integrating Offline and Online Census Programs

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Please mute

Ask questions at any time in chat to everyone
or message Sam Marx directly.



Hi, I'm Cheryl!

CEO

Do Big Things
@ch3ryl



Hi, I'm Marianne!

Founder

The Engage Network

@msqrd



Hi, Sam!

Sr. Dir. Data & Research

Do Big Things

Who We Are



Do Big Things and NewCo

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.

Through our work with nonprofits, foundations, and political campaigns know that organizing starts with a deep understanding of your community. Over the years we've worked with hundreds of national and international campaigns and advocacy organizations to build out their campaign and engagement programs.

Offline <-> Online Organizing Campaign Planner

Integrating Offline and Online Census Programs

The purpose of this sheet is to help you and your organization plan and optimize your field to online and online to field engagement for Census 2020 campaigns.

1. **Where** does my organization participate in offline Census organizing and awareness?
2. **Who** do we currently not reach in person?
3. What does my organization currently do (or plan to do in the near future) for online Census organizing and awareness? How can my in person supporters and volunteers support these efforts?
4. **Who** do we currently not reach online that we do reach in person?
 - a. **What online actions** might those people be able to accomplish on our behalf?
5. What are my biggest **short-term obstacles** for my local census organizing?
 - a. Is this something that a volunteer or other local community member might be able to help with?
6. What is something I can do **this week** to incorporate my organization's offline organizing efforts online?

ex. Upload constituents to our email program, follow and engage a local leader online, send an action to our SMS list
7. What is something I can do **this month** to incorporate my organization's offline organizing efforts online?

Ex. ask local organizers where they would like to talk online and create a Facebook/WhatsApp/other space online, host an event and capture emails and phone numbers, find and follow local ambassadors on social media

Today's Agenda

1. Goals for today's workshop
2. The Census 2020 organizing landscape
3. What is offline / online organizing for census?
4. Integrating offline and online Census organizing programs
5. Q&A Discussion

Goals for Today's Workshop

1. Understand where offline and online Census organizing efforts can effectively integrate
2. Get familiar with top level strategies and tactics to move offline Census organizing online
3. Learn ways to measure and track successes of offline to online Census organizing



Network Engagement:

Definition: What is it?



The Census 2020 organizing landscape

Currently there are hundreds of organizations at the national, state, regional, and local level participating in GOTC efforts for Census 2020.

1

These organizations employ both offline and online organizing tactics to reach audiences and increase census counts. **The most important audiences to reach are hard-to-count communities.**

2

These organizations use dozens of resources available across [GOTC hubs](#), [State Voices networks](#), the [Census Bureau](#), [State Complete Count Commission Sites](#), and other Census resource hubs such as [CensusCounts.org](#) to get up to date information and drive GOTC efforts.

3

Across our research and collaboration with organizations participating in GOTC campaigns, we found **building capacity for GOTC efforts** and **integrating digital GOTC organizing** to be among the primary challenges.

Recommended Census Resources

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)
- [Community Connect Labs](#) (SMS, census digital/field tools)
- [State Voices Tools For All](#) (email)

What is offline and organizing for census?

Offline GOTC organizing

- Field work / canvassing
 - Door to door, local events, etc.
 - Stickers, posters, flyers
- Local Census events / meetups
 - Community centers, faith community locations, coffee shops, barber shops, nail salons, volunteers' houses
- Organization locations / offices

Online GOTC organizing

- Website(s)
- Email campaigns
- SMS campaigns
- Social media campaigns
- Online resource hubs + discussion spaces
- Phone tree, Text Tree, WhatsApp tree

If you remember nothing else today: this is the slide with the **Baby Yoda.**

Main thing we want you to keep in mind is – **where are your people and **what are they using?****



Where are your people? Example: OUR Field



- *Break Room
- *In car pools

What do they use online? OUR Digital



WhatsApp

Some great field to online #Census



North Carolina A&T @ncatsuaggies · 6h

So proud of these [#NCAT](#) students who participated in the 2020 [#CensusCollegiateSummit](#). They (along with 50 other [#HBCUs](#)) trained to be [#Census](#) ambassadors. [#BeCounted](#) [#BeInformed](#) [#ATHread](#)



ATL Counts @AtlCounts2020 · 2h

We joined forces with Alvin Huntspon & community partners to support the needs of the homeless community.

Over 200 individuals experiencing homelessness visited the park for services while our [#Census](#) team discussed the impact of counting EVERY person. [#ATLCounts](#)



Some great online to online to field #Census

 **Alice Wong** @SFdirewolf · 8h
In 2 weeks! 2/5, 3 pm Pacific

[#DisabilityCounts2020](#) Twitter chat


How an Accurate Census Count Benefits Disabled People

Co-hosts @DONetworkorg @DREDF @DisVisibility

Details: disabilityvisibilityproject.com/2020/01/11/2-5...

[#2020Census](#) [#Census2020](#) [#CaliforniaCounts](#) [#Census](#) [#CripTheVote](#) [#DONetwork](#)

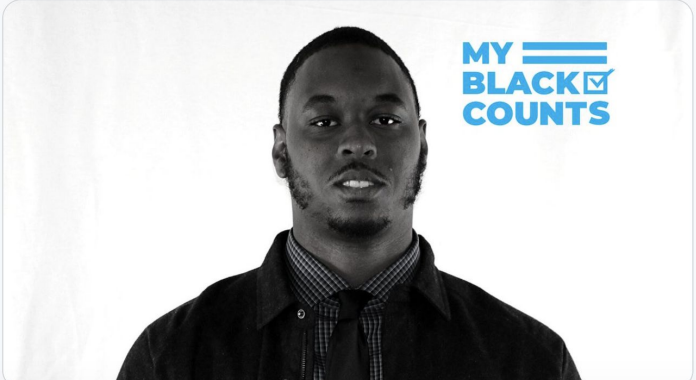


 **Fathers & FamiliesSJ** @FFSJstockton · 1h

Did you know data from the 2020 [#census](#) will distribute over \$675 billion per year across the country for federally funded programs?

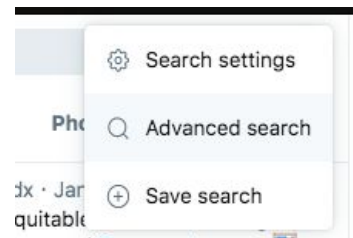
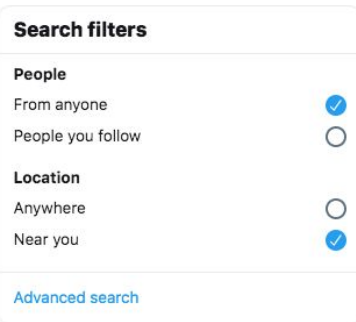
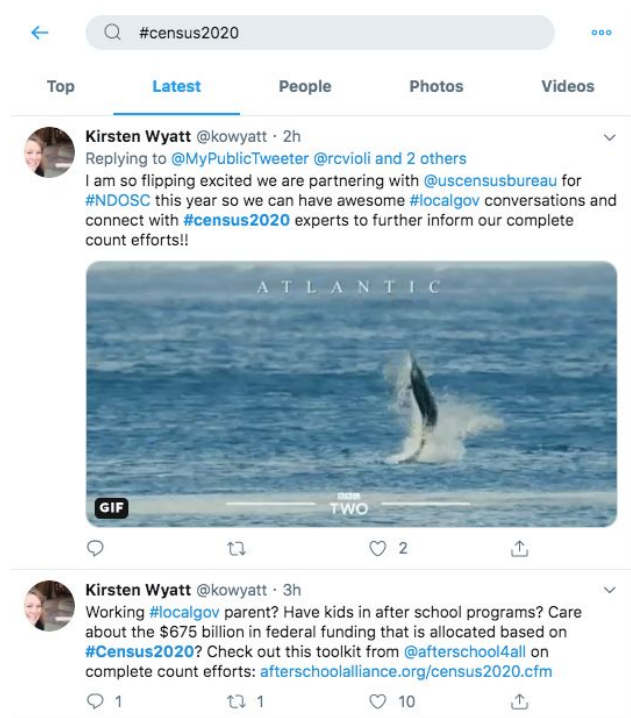
Sign up to stay informed about the [#2020census](#). Our future depends on it: myblackcounts.org/signup/

[@myBlackCounts](#)
[#weCount2020](#) [#BeintheCount](#)



INTEGRATING OFFLINE AND ONLINE:

Find relevant local digital advocates



🔍 census (share OR gotc OR toolkit)

🔍 census ([city name] [state name])

INTEGRATING OFFLINE AND ONLINE:

Field Work to Digital Sign Ups

Most organizations use field work as a way to sign people up for future events and information sharing around the Census. This is a great opportunity to sign people up for email and/or SMS engagement.

Create a **digital email sign-up form** that can be used on a staff member or volunteer's **smartphone or iPad** using Google Forms (or your CRM, if possible).

If not possible, create a space on the paper sign-up form for questions that allow for future digital campaign engagement.

Sample Form Questions

- On a scale from 1-5, how likely are you to share Census info via email or social media?
- On a scale from 1-5, how likely are you to participate in a digital Census organizing group?
- **What platform / tools do you use the most to talk with others online?**
- Would you like to opt in as a Digital Census Ambassador?

INTEGRATING OFFLINE AND ONLINE:

Field Work to Digital Sign Ups

Census GOTC Sign-Up

Sign Up to Get Involved in Census 2020!

* Required

Your Name *

Your answer

Your Email *

Your answer

How likely are you to share Census
resources via email or social media?

1 2 3 4 5

Not Likely ○ ○ ○ ○ ○ Very Likely

How likely are you to participate in a
digital Census organizing group?

1 2 3 4 5

Not Likely ○ ○ ○ ○ ○ Very Likely

What platform do you use the most to
talk with others online?

Your answer

Would you like to opt in as a Digital
Census Ambassador?

☐ Yes

☐ No

Submit

INTEGRATING OFFLINE AND ONLINE:

Move the conversation online



There are many different ways to get GOTC supporters to **continue their conversations online** after organizing in person.

In order to understand where to start, it is important to first ask the question: **Where are they already talking online?**

Be comfortable in adapting to where people want to meet, whether that's Facebook Groups, Slack channels, Twitter hashtag / tweet chats, Google Hangouts, or WhatsApp.

INTEGRATING OFFLINE AND ONLINE:

Move the conversation online

Encouraging offline conversations to continue online is the easiest way to keep GOTC supporters involved, continue sharing information, and bring in new people that may not have met a field staffer or attended an event.

Promote these online discussion spaces for the following:

- **Sharing resource hubs** such as [CensusCounts.org](https://censuscounts.org), [Census Bureau resources](#), [2020 Census Complete Count Committees](#), and others.
- **Recaps of in-person meetings** + campaign updates, monitor follow up items
- Discussions of local organizational **GOTC strategies** and **gather external feedback**
- **Identifying places to organize offline** (events, faith groups, farmers' markets, new neighborhoods, etc.)

INTEGRATING OFFLINE AND ONLINE:

Ambassadors + Influencers

There are offline “**influencers**” all around you – local politicians, faith leaders, community leaders, and local organizers, and others. These can also be your greatest digital advocates for GOTC campaigns.

Some of these local leaders may also be influential online. Basic research can help identify who may have a broad following to widen your audiences for GOTC campaign asks.



INTEGRATING OFFLINE AND ONLINE:

Ambassadors + Influencers

A quick Twitter, Facebook, or Instagram search can find these leaders online. With a quick look:

- See what types of content they post
- See what hashtags they use
- See who they mention/tag

This will help develop a quick pitch around how to ask them to be the most effective in GOTC campaigns.

Advanced search can help identify posts where they may have mentioned census before.



Sarah Iannarone (she/her) @sarahforpdx · Jan 20

If you want to make an impact realizing equitable outcomes in Oregon, consider getting involved in the 2020 **Census** w/ @wecountoregon 🇺🇸

Learn more at wecountoregon.com

#SKBreakfast #MLKDay 🙌



1

3

16



INTEGRATING OFFLINE AND ONLINE:

Ambassadors + Influencers

A number of ways to engage these types of people to become digital GOTC ambassadors include:

- Ask them to include a message from your organization to **their online network** that **promotes Census hubs**
- Encourage them and their in-person networks to **participate in online conversations** with GOTC volunteers and others (wherever that may be!)
- Ask them to **promote your digital GOTC lists** (**email + SMS**) in spaces where they have influence

INTEGRATING OFFLINE AND ONLINE:

Activate an SMS Census network

Many organizations surveyed for GOTC census campaigns have indicated that they struggle when working to activate SMS networks for in person and online organizing.

SMS is a predominant technology for many hard to count communities and is a priority for many locations.

In order to maximize the power of existing SMS networks and widen its reach further:

- **Be consistent:** Send messages weekly from various staff / volunteer members
- **Drive readers to specific GOTC actions:**
 - Volunteer resources
 - HTC-specific information
 - In-person actions (events, local meetings)
 - Online community conversations
- **Ask questions, be conversational!**
 - Ask if they or a family member needs help with understanding the census and direct them to a staff member or volunteer as necessary

INTEGRATING OFFLINE AND ONLINE:

Measure engagement + success

A key part of any campaign (offline or online) is **first identifying what success looks like** and **determining a way to measure success**. This includes asking questions such as:

- Who are we trying to reach with our GOTC efforts? Is this audience in person or online? Both?
- What do I want my state / regional / local audiences to do to support our GOTC efforts?
- What would our organization consider truly successful with our GOTC efforts?

INTEGRATING OFFLINE AND ONLINE:

Measure engagement + success

Below are some baseline metrics to measure and watch over time to help consider success or needs for improvement:

- Total in person sign ups converted to email / SMS
- Total digital actions taken (email, SMS, website)
- Digital community adoption + participation
 - Total # of users
 - Total # of posts / conversations
 - Post frequency
- SMS engagement: open rates, click through rates, forwards



Q&A Friendly reminders!

- Please mute if you're not speaking
- Ask questions at any time in chat
- Raise hand if you have an answer to a question
- Stay tuned for follow up Campaign Planner one-pager