



# Webinar: How to Integrate Census into Your GOTV Plans

Hosted by: The Leadership Conference's Census Counts and  
And Still I Vote Campaigns and the Funder's Census Initiative

# FUNDERS CENSUS INITIATIVE (FCI)

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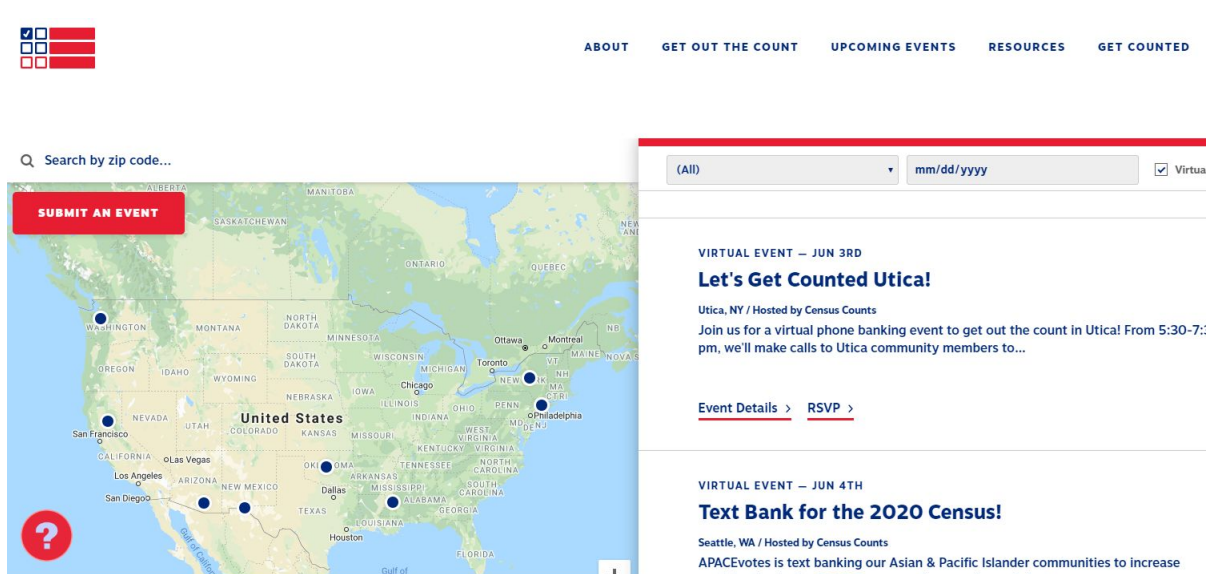
**FCCP**

# AND STILL I VOTE<sup>SM</sup>

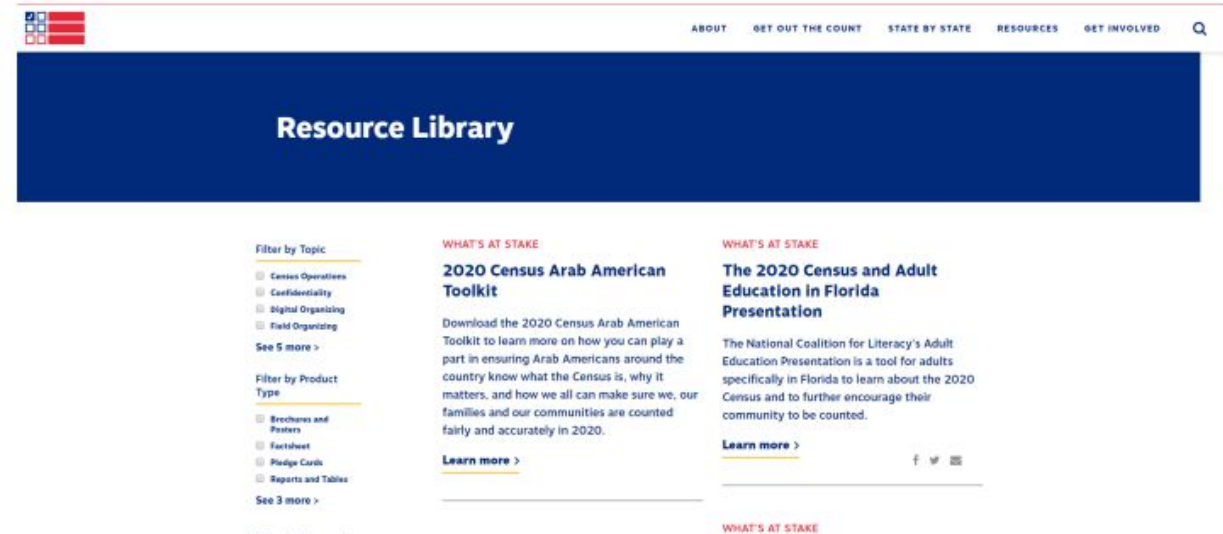
- And Still I Vote is a campaign of the Leadership Conference and All Voting is Local.
- The Leadership Conference and All Voting is Local work to eliminate needless and discriminatory barriers to voting before they happen, to build a democracy that works for us all.
- With our coalition partners, we inform the public, decision-makers, and the media about barriers to voting and advocate for policies that expand the right to vote, especially in communities of color.

# The Census Counts Campaign

The Census Counts campaign, which is housed at The Leadership Conference Education Fund, brings together community-based organizations across a wide spectrum of advocacy: civil rights, immigrant, LGBTQ, disability, infant and child, poverty and homelessness, faith-based, labor, health care, education, youth, and more. Through **education, training, organizing, and outreach**, these organizers and advocates are working to ensure communities the census has historically missed are counted in the 2020 Census.



The screenshot shows the main navigation bar with links: ABOUT, GET OUT THE COUNT, UPCOMING EVENTS, RESOURCES, and GET COUNTED. Below the navigation bar is a search bar labeled 'Search by zip code...'. To the left is a map of the United States with a red 'SUBMIT AN EVENT' button. To the right is a list of upcoming virtual events. The first event is 'Let's Get Counted Utica!' on June 3rd, hosted by Census Counts, with details about a virtual phone banking event. The second event is 'Text Bank for the 2020 Census!' on June 4th, hosted by Census Counts, with details about text banking for Asian & Pacific Islander communities.



The screenshot shows the 'Resource Library' section. It features a search bar and a list of filters: Filter by Topic (Census Operations, Confidentiality, Digital Organizing, Field Organizing), Filter by Product Type (Brochures and Posters, Factsheet, Pledge Cards, Reports and Tables). Below the filters are two featured resources: '2020 Census Arab American Toolkit' and 'The 2020 Census and Adult Education In Florida Presentation'. Each resource has a 'Learn more >' link.

[www.CensusCounts.org](http://www.CensusCounts.org)

# Welcome!

**Victoria Cepeida-Mojarro, Moderator**

Interim IVE Program Manager, Groundswell Fund

**Elena Langworthy**

Senior Policy Manager, State Voices

**Marcia Johnson-Blanco**

Co-Director of the Voting Rights Project, The Lawyers Committee for Civil Rights Under Law

**Allen Mattison**

Partner, Trister, Ross, Schadler & Gold

**Sonum Nerurkar**

Get Out the Count Manager, The Leadership Conference Education Fund





# **GOTC & Civic Engagement**

**How our network plans to pivot  
& the tools we're using**

**Elena Langworthy  
June 24, 2020**

# Our Current Landscape

- Remote work, less in-depth conversations
- Reacting to the moment: increased focus on racial justice, access to healthcare
- Increased focus on voter registration, advocacy, and education
- Developing additional messaging to connect census and democracy issues

# Examples from the States

- Inclusion of GOTC messaging in civic engagement programs
  - Juneteenth Day of Action
  - Census moving to a secondary ask
- Ensure census education is added to voter registration training
- Census is part of the larger democracy narrative
  - Example: Power Coalition communications
- Sustained GOTC digital efforts



# Continued use of Tools

- Continuing to track conversations in VAN
- Acquiring additional phone numbers
- Setting up contracts with new tool vendors; states have more options
- Supporting states with small digital ad contracts
- Creating social media content for easy engagement

# S-CAN GOTC Updates

- Developed updated field guidance
  - Best practices
  - Sustained engagement
  - GOTC to GOTV tips
- Pivoting national bi-weekly calls

**Elena Langworthy**

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# Marcia Johnson-Blanco

Co-Director Voting Rights Project



LAWYERS' COMMITTEE FOR  
CIVIL RIGHTS  
U N D E R L A W

# Lawyers' Committee for Civil Rights

- Founded in 1963 by President John F. Kennedy to engage the private bar in the fight for civil rights
- A leader in the Election Protection Coalition since 2001, nations largest non partisan voter protection coalition working to provide resources and assistance to ensure that every eligible voter can cast a ballot that counts.
- In 2020 established the Census Voter Information hotline to provide a resource for the public to provide information, answer questions and provide assistance as part of our program to encourage full participation in the Census.

# Responding to a Pandemic

npr

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THE CORONAVIRUS CRISIS

'We're Running Out Of Time': Census Turns To Congress To Push Deadlines

May 27, 2020 · 6:03 PM ET

 HANSI LO WANG





People walk past posters encouraging participation in the 2020 census in April in Seattle. A group of House Democrats have introduced a bill that would grant the U.S. Census Bureau's request to delay major

 WAMU 88.5  
On Air Now

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POLITICS NEWS ELECTIONS

## Coronavirus forces 'entirely unprecedented' Election Day scramble

"The number of election judges who have resigned is increasing," Jim Allen said. "Sometimes they'll just call and say casually 'I've got something else I need to do' but we suspect it's all about the same thing. The concerns are real and valid."

By Rachel Hinton | Mar 12, 2020, 4:57pm CDT

   SHARE



Amid fears of the coronavirus pandemic, jugs of hand sanitizer and cans of Lysol greet voters in the March 17 Illinois primary election at the new Loop super site at 191 N. Clark St., Thursday afternoon. | Ashlee Rezin Garcia/Sun-Times



# A Tale of Two Hotlines Suites

## Census Hotlines:

888-COUNT20 (888-268-6820)

- (Lawyers' Committee)

877-ELCENSO (877-352-3676)

- NALEO Ed Fund

844-2020-API (844-202-0274)

- (APIAVote & AAJC)

833-3DDOUNI (833-333-6864)

- Arab American Institute

## Election Protection Hotlines:

866-OUR-VOTE (866-687-8683)

- (Lawyers' Committee)

888-VE-Y-VOTA(888-839-8682)

- (NALEO Ed Fund)

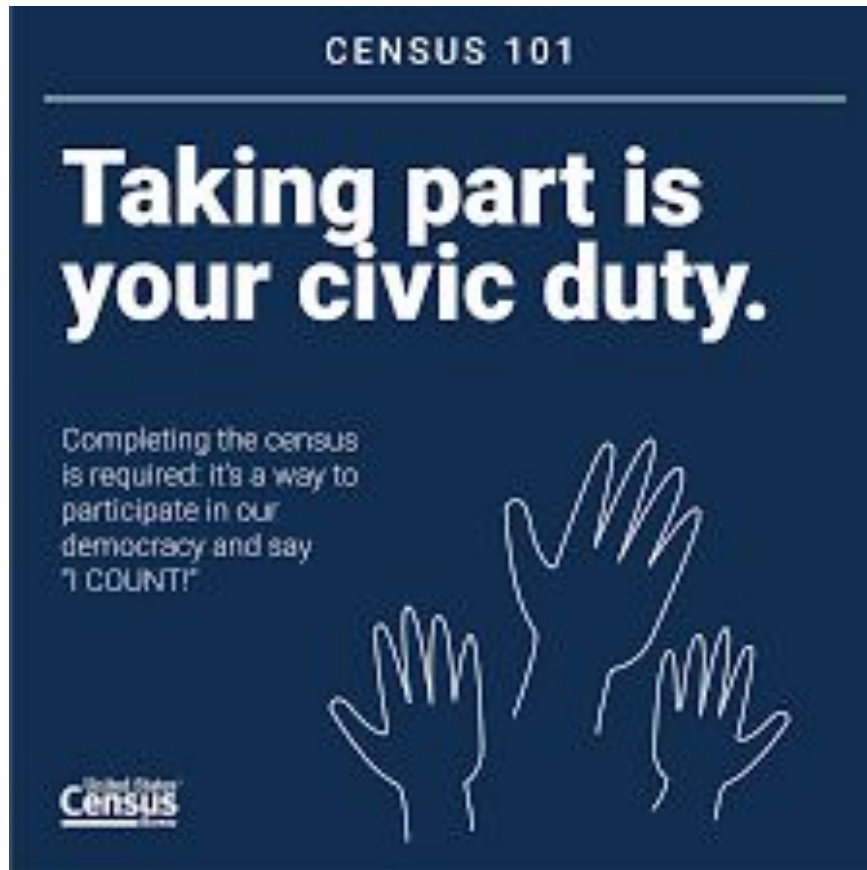
888-API-VOTE (888-274-8683)

- (APIAVote & AAJC)

844- YALLA-US (844-925-5287)

- (Arab American Institute)

# Make the Connection: Full Participation in Our Democracy



# Census Questions/Issues Addressed

- Who has to fill out the Census
- Why should I fill out the Census form
- Concerned about filling out Census form
- Mistrustful of going online and waiting for paper form or Enumerator

**i count**  
I'm not just a number

# Voting Questions

- Am I registered to Vote?
- Where is my Polling Place?
- Can I vote in person if I have not received my absentee ballot?
- Is there a safe in person voting option?



# GOTV and GOTC Legal Issues



- This session addresses 501(c)(3) compliance.
- Consider the big picture:  
Not every legally permissible program is strategically smart.



# Basic Rules



## 501(c)(3) GOTV

- Register all who are eligible and want to register
- OK to target “historically underrepresented populations”
  - Women
  - Young voters
  - Latinx
  - Black Americans
- No partisan messages
- No issue screen





# Basic Rules



## GOTC

- Nonpartisan messaging and targeting
- Identify your organization; say you're not from the U.S. Census Bureau
- Do not collect Census responses
  - Special rules cover making devices available



# Integrating GOTV and GOTC



- Ensure compliance with both sets of rules.
- No partisan screen – *not even indirect.*
- Cross-train staff and volunteers to protect programs.
- Consider overlay of Census-eligible people who are not eligible to vote (e.g., undocumented individuals).

# Strategy and Optics



- Consider appearances and vulnerabilities.
- “Red-team” your program: What would (will) opponents attack?
- Train and hold everyone accountable.







# Census Counts

Sonum Nerurkar  
The Leadership Conference Education Fund





# How you can get involved now!

## 3 ways to incorporate census into your GOTV work:

- Participate in the 2020 Census and **register to vote**.
- Participate in the 2020 Census and **request an absentee or vote-by-mail ballot** (or other voter access asks)
- Participate in the 2020 Census and **pledge to vote** (or other traditional GOTV).

**Many ways to integrate: Phone banks, canvassing, tabling, mailers, door knockers, and more!**



# **We Are Here to Help: A Partnership with We The Action**

**We The Action is an online volunteer platform that connects lawyers with leading nonprofits to use their time and talent for good, one project at a time.**



# How it Works:

- You can submit a request of a lawyer through the Census Counts online form
- Census Counts will then make connections to lawyers when possible to support
- Your organization can then work directly with the lawyer to answer your legal questions on GOTC-GOTV work.



# Questions?

**Thank you!**