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)

A working group of the Funders’ Committee for Civic Participation that supports strategy development, learning, and planning by funders.

- Get support, stay informed
- Connect with others
- Webinars, in-person presentations
- Access to Census Funders Resources
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.

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

Sonom 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
Thank you!
Marcia Johnson-Blanco
Co-Director Voting Rights Project
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, nation’s 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
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 101

Taking part is your civic duty.

Completing the census is required. It's a way to participate in our democracy and say "I COUNT!"
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
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?
This session addresses 501(c)(3) compliance.

Consider the big picture:
Not every legally permissible program is strategically smart.
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

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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.
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!