

Considerations and Resources to Plan Remote and Digital Outreach

Guidance provided by the Census Counts Campaign with additions from NALEO Educational Fund*

**Please note that in the coming days State Voices and the Census Counts Campaign will be releasing additional more detailed guidance.*

- It's always good to ensure you have a plan B or backup plan when it comes to outreach so that you can quickly shift and still support the census in any case.
- You should connect with your community leaders, state officials and organizational leadership on any changes to your outreach plans. You should also check-in with your funders or grantors to see what opportunities there are to adapt your plans given the current situation.
- Given that many states, cities, and localities are asking for people to limit the number of large gatherings and many events are being cancelled, **NALEO Educational Fund suggests to also limit events and gathering and practice recommended social distancing.**

Via this document we would like to share existing practices that are being utilized by GOTC partners of the Census Counts Campaign and some ideas for ways you can potentially divert your resources to still reach your communities amidst COVID-19 safety precautions:

[Here is a list of Tools and Platforms to consider as you think through potential shifts below.](#)

- Shift from tabling activities to Online Activities: Instead of tabling in-person, use that time to phone bank, text bank, leverage digital organizing, or even spend time to create a presence online. All of these activities can be done from home or in an office. [Here](#) you will find a one pager tutorial on how to effectively use Facebook Live.
- Shift from Press Conferences to Telephonic Pressers: Work closely with your funder or grantor to figure out what platforms they may have access to for you to pull together a telephonic press event. This can also be done via platforms like *Zoom or Collaborate*.
- Shift from in-person Trainings to Webinar Trainings: Webinars can usually be done using desktop share, presentation share with audio, or audio, presentation, and video. Many platforms also allow you to poll participants, open up the line for questions, or assign breakout rooms. The Zoom platform will allow you to host up to 500 people in your training. If you do not have access to a platform please work with a national organization or CCC to

access a platform like this. You can also access NALEO Educational Fund's Three Module Census Ambassador training and share it with staff and leaders as a training option:

- [Module 1: Census 101](#) – Length: 46 minutes
- [Module 2: Census Operations 2.0](#) – Length: 38 minutes
- [Module 3: Census Ambassador](#) – Length: 1 hour 41 minutes

- **Shift from In-Person Meetings to Real Time Collaboration Apps:** Tools like [Slack](#) allow you to build a workspace for your local CCC partners or Census Ambassadors. You can also create private and encrypted channels or open channels to keep conversations focused by topic. This app also allows you add app plug-ins to share files, calendar schedule, poll participants, and collaborate on Google documents in real time. The Slack app is available for both your laptop, desktop, and cell phone. The app is free of charge, however, a Business account would allow you to unlock additional benefits for wider collaboration. You can also start up an organizational [Google Drive](#) that will allow you to create shared documents with real time collaboration, surveys, and customizable forms with minimal effort and ready access to bank-end data to build your online contacts list. Don't forget to also use every e-mail as an opportunity to promote Census, here are some e-mail signatures for your use:



- **Shift from multiple high effort events to high impact locations:** Ensure there are informational flyers, palm cards, and materials at grocery stores, community centers, clinics and other essential locations with one of the Census Information Hotlines or with the Bureau's website: www.my2020Census.gov



888-COUNT20 (888-268-6820)

English



877-ELCENSO (877-352-3676)

English / Español



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

English / Asian languages (Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, Bengali/Bangla)



833-3DDOUNI (833-333-6864)

English / Arabic

- Shift from Field Targeting to Online Targeting: Consider creating digital ad campaigns for Twitter or Facebook to spread more information about the census. [Here](#) you can register for an upcoming webinar on targeting Hard to Count Communities. [Here](#) you can access a data list with the top counties in key states with significant Latino populations in Hard to Count tracts to further target HTC Latinos as part of your strategy. The Census Counts campaign has also pulled together a robust Digital Organizing Toolkit
- Shift from In-Person Outreach to Broadcast and Print: Your organization might want to think about working with local radio, print, and TV outlets to place ads, whether in-kind or paid. Prioritize contact opportunities where existing relationships can be utilized. [Here](#) you will find some pre drafted PSA's in Spanish for your use.
- Shift from In-Person Monitoring to Digital Monitoring: Be vigilant of misinformation and disinformation. Ensure best practices are followed and false information isn't pushed out. You can report disinformation by emailing rumors@census.gov and NALEO Educational Fund's Junkipedia platforms [here](#) in English or [here](#) in Spanish.

Don't forget to institute privacy and security practices. Ensure staff and volunteers are familiar with basic phishing scams.

Some additional suggestions from M+R and 360:(with some additional suggestions from NALEO Educational Fund)

- Virtual Volunteer Meetings: Invite people to a virtual phonebank, text bank, letter writing party, or general organizing meeting—i.e. a video conference where volunteers can get a quick campaign update, and do some useful volunteering.
 - The best calls start with an emotional campaign update from someone impacted by your issue, a lead organizer or high-level staffer, a well-known partner, or a volunteer with a compelling story.
 - After the intro, you train them up in a skill, have them do it right there on the call, bring everyone back together for a debrief, then have them commit to the next step. Do it weekly, monthly, or in rapid-response moments.

Proposed platforms: Use a platform such as Zoom that allows for "breakout rooms" so volunteers can meet each other, or use Facebook Live for an easy low-lift solution.

- Talk to Your People: Personal outreach matters. Call and text your whole list. Do it again. Then do it again. Organizers could spend 4-5 hours every day just phone banking and texting for simple actions. You will come out of this period with a cleaner list, more leaders, and new volunteers. And outside your existing list, organizers can use listservs, Facebook groups, and personal networks to continue to build their own contact lists using digital petitions.

- Ramp up your relational organizing program: Relational contact (i.e. contact to a voter or potential volunteer from someone they know, as opposed to a stranger) has been shown to bump voter turnout and volunteer engagement significantly. Each volunteer is then responsible for reaching out to 10-20 of their friends/families about the Census every 1-2 weeks. The ask to their friends could be participate in the 2020 Census, become a volunteer themselves, and share something on social media. You can use one of the many apps out there to facilitate this, but you don't need one. Think about how you actively use your Facebook messenger for one-to-one communication. On the NALEO Educational Fund www.hagasecontar.org page we will make an easy to use chatbot available in the next few weeks that you can use as a tool to answer Census related questions from your DM.
- Video content: Collect video contact from people in your community talking about their experience filling out the Census and share and tag people on social media. You can use tools like [Flipgrid](#).
- Have organizers grow their own social following: Train organizers to focus on growing their own social media audiences on social channels. Start with follow/followback blitzes, posting tons of content (5-10x per day), commenting on dozens of relevant posts, and DMing new followers with the my2020census.gov page. Have organizers identify 10-20 key influencers/celebs originally from target states, and encourage them to speak out for your issue. Then, organizers can grow their partnerships with local chapters of key allied orgs via social media interaction and planned joint activities such as Twitter chats. Here is a cool Social Media Toolkit from our partners at Count the Nation.
- Curate a digital “speaker series”: Organize an “exclusive” speaker series where once a week or so, volunteers can call in/join a webinar. Consider pairing experts with speakers from impacted communities. Give super volunteers a role introducing or asking questions. Invite reporters who might be interested in doing a profile. Or, do it publicly as a series of Facebook Live events or even prerecorded videos, released once a day for a week or two.
- Build community: Start a Slack instance for your campaign. Give organizers, volunteers, and supporters a place to socialize online as offices remain shuttered and hangout spots empty out. Encourage non-work-related interaction in these spaces, and model it yourself. It will help connect folks, provide meaningful experiences beyond the transactional ask, and build long-term affinity for your campaign.
- Do a local media push and identify user generated content opportunities: Timed with a news moment on your issue, encourage volunteers to submit letters to the editor or op-eds to their local paper. Provide a toolkit. Support on social media by encouraging people to tweet at their local media outlet to cover your issue. Call local reporters and set up virtual briefings on your issue with a local organizer and a local expert or influential voice. Pitch an

editorial board. Now may also be the time to get your own [Medium blog](#) going – don't forget to use tags strategically (see hashtag recommendations below).

- **Spark joy and embody care:** You're not machines. We're human. And most of us have never organized in a pandemic before. Anxiety, fatigue, the need to binge-watch social movement documentaries, or if you're like us, run random "2020 Census" news searches just because...they're all part of what we do in 2020, in a way that's never been true before. So don't just think about how to push results—think about care and connection. Take more time for icebreakers on conference calls, and make them personal. Start a slack channel for daily shout-outs from team members (at M+R, it is called #HOTD—Hero of the Day—and it's one of the most meaningful shared spaces they have. At NALEO Educational Fund workspace we have a #random channel where we share funny Census memes). Let your people start their own channels for what impacts them, what delights them, or what makes them go 😊. Crowdsource check-in agendas to surface what everyone else wants to talk about. Model vulnerability and realness for your team, even when you're not at your best. Find your [organizers and volunteers who are on TikTok](#) and have them come up with their own ideas of stuff to post. Many of your organizers will be stuck at home, bored and anxious. Push them to do an hour of activism a day, along with their exercise, work, and binge watching. Or try #OnePerDay—one thing per day to help the world and its people. This stuff will make us stronger now AND in the final stretch.

See [Census Counts Toolkit](#) for more guidance on digital organizing best practices and www.hagasecontar.org for additional resources.

Hashtags for your consideration: #2020Census #Census #HagaseContar #HasmeContar #HazteContar #CountMeIn

If you have further questions about changing field strategies please reach out to NALEO Educational Fund Team and are amazing Census Counts Field Co-Chairs:

- Adan Chavez, NALEO Educational Fund, achavez@naleo.org
- [One of your NALEO Educational Fund Census Leads](#)
- Elena Langworthy, State Voices, elena@statevoices.org
- Diali Avila, The Leadership Conference for Civil and Human Rights, davilia@civilrights.org
- Vivian Chang, APALA, vivian@apalanet.org
- Nick Chedli Carter, Census Digital Organizing Group Chair, ncarter@2020visionventures.com

Please note that we are all in this together all national and local organizations, including NALEO Educational Fund, are trying to figure out what our Census campaigns look like in this new environment. Let us know how we can be helpful.