Get Out the Count

Census Outreach Guidelines

Blueprint NC
Goals for this sessions

- Learn about the Census Bureau’s phone & SMS guidance
- Understand the Telephone Consumer Protection Act
- Talk about best practices for phone & SMS outreach
- Best practices for door canvassing
- Learn about submitting a proposal for Get Out the Count outreach
Phone and SMS Guidance from the Census Bureau

Should you call the public to encourage response?

- Placing calls (through robo calls or person-to-person calls) to individual households regarding the census is prohibited by federal law, which imposes substantial liability for violations. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to 2020census.gov to locate the phone number in their language.
TCPA Basics

- The Telephone Consumer Protection Act (or TCPA): law designed to address flood of unwanted communications

- TCPA only applies when calls or texts are sent using a prerecorded voice or an automated telephone dialing system (ATDS) to a cell phone.

- TCPA does not apply at all to calls to home or business landlines unless the calls are made for the purposes of selling goods or services.

- The determination of whether a particular call or text is covered by the TCPA is not based on how each call or text was made but on the capacity of the system.
By submitting your cell phone number, you are agreeing to receive periodic text messages from this organization. Message and data rates may apply.

YES, sign me up for periodic mobile updates from State Voices Mobile. (Msg & data rates may apply.)
# Canvass & Event Sign-up

## State Voices Mobile Signup Sheet

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>ZIP Code</th>
<th>Cell Phone</th>
<th>Sign Me Up For Text Msg Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Jane Doe</td>
<td><a href="mailto:janedoe@email.org">janedoe@email.org</a></td>
<td>45215</td>
<td>202-555-1212</td>
<td>☐ YES, Sign me up for periodic mobile updates from State Voices Mobile. (Msg &amp; data rates may apply)</td>
</tr>
</tbody>
</table>
Online & Digital

ONLINE FORM REQUIREMENTS

Identify the campaign, periodic messages, terms & conditions link, privacy policy.

Messaging and Data rates may apply. Include a way for someone to affirmatively opt-in, and opt-out instructions.
**Door Canvassing**

- Clearly state that they are NOT an employee of the U.S. Census Bureau.
- Inform those you reach out to that you are not a sworn-in U.S. Census Bureau enumerator to avoid the perception that you have “enumerated” someone, we recommend that you avoid the use of any electronic devices at the door.
- Appropriate training: 1) specifics of Census timelines and operations, 2) who will be receiving what kind of form and when, and 3) how to fill out the form.
- Do NOT do any door-to-door canvassing for Census 2020 from May 12, 2020 through the end of non-respondent follow-up (NRFU) on July 31, 2020.
- Limit your activities to handing out flyers and/or talking about the importance of the 2020 Census. Only a U.S. Census Bureau employee can collect responses door-to-door.
GOTC RFP: Application process

- Online form
- Copy/paste as necessary
- Questions: addison evans & Ivanna Gonzalez, Blueprint NC / Stacey Carless & Beatrice Beaubrun, NC Counts
- $7-15,000 for individual organizations
- Collaborative proposals for larger amounts will be considered.
- Funds will support plans in NC communities at risk of being undercounted, also known as hard-to-count (HTC) communities
GOTC RFP: Rubric

- Alignment with existing organizational goals
- Existing relationships in proposed geographies
- Hard to count community focus (geography, population, low internet access)
- Relevant tactics
- Organizational leadership is representative of community focus
- Clear, measurable, feasible contact goals
- Organizational budget size is less than $500,000
- Coordination (when appropriate) with existing efforts (TF, CB, CCC)
- General knowledge about the census process, uses of census data and requirements regarding filling out the form
Questions

- Describe your approach to build on other efforts to increase the 2020 Census self-response rate.
- How is your GOTC program aligned with your overall organization strategy/plan and how will you leverage existing relationships/programs to assist with your GOTC plan? Describe the commitment your organization’s leadership has to the Census.
- Describe the strategies and activities your organization will employ to increase the 2020 Census self-response rate. Describe staffing and resources you have or will have for this project.
- Budget – Please provide a GOTC program budget.
Budget

For direct contact methods, complete the chart below:

<table>
<thead>
<tr>
<th></th>
<th>Cost Per Unit $ (message/contact/etc)</th>
<th>Goal #</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Calls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Door Canvassing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relational Organizing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event-based contacts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site-based contacts (help centers, etc)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Necessary attachments

- List of board of directors
- List of key staff/bios
Agreements

- Comply with all federal regulations and Census Bureau guidelines for outreach
- Report on progress to goals
- Share Organization’s Census work broadly and including the official NC Counts Coalition hashtag on social media, where applicable
- Use NC Counts’ campaign logo on printed and digital literature and collateral when Organization produces printed and digital literature and collateral that includes the logo of any organization other than the Organization’s or the US Census Bureau. Comply with the US Census Bureau logo and branding guidelines when and if using the Bureau’s logo. The guidelines can be found here: https://www2.census.gov/programs-surveys/decennial/2020/resources/promotional-print-materials/2020-census-brand-guidelines.pdf
- Coordinate in good faith with the NC Census Task Force and partners.
- Share best practices and lessons learned with NC Counts Coalition and Blueprint NC.
- Provide a narrative report (up to 2 pages) and final report of outreach outcomes outlined in your proposal by July 30, 2020.
Support available

- VAN training
- Sample scripts
- Door and phone canvass prep using “Melissa data”
- Additional tools for missing addresses: myRVP and REACH
- NC Counts will provide pledge cards and door hangers