2020 Michigan Nonprofit Counts Campaign Outreach Plan

Purpose: The decennial Census, which aims to count all Americans at one time, is vital to American democracy and equity (so much so that it is constitutionally mandated). In 2020, more than in previous iterations of the Census, much is at stake, including for philanthropy. In addition to apportioning Congressional seats and drawing political districts, Census counts determine approximately $589 billion in federal funding nationwide, and Michigan received over $14 billion of these funds in 2015 for programs like Medicare, the Supplemental Nutrition Assistance Program (SNAP), Medicaid, Title I Education Grants, Special Education, Head Start/Early Head Start, Foster Care, and the National School Lunch Program, among others. Businesses large and small rely on Census data for market research and decisions regarding hiring and store locations. The Census is critical to philanthropy as well, because data is critical to philanthropy – grantmakers rely on Census data to determine community needs for proposals they receive, to inform trustees of unmet needs or gaps in services, and to demonstrate impact in their service areas. Additionally, funders need Census data to fully leverage federal investments; for every person not counted, Michigan loses approximately $1,800. Therefore, it is in philanthropy's interest to ensure an accurate Census count so they can fully leverage investments instead of filling funding gaps.

In 2020 we are likely to experience a significant under count in both rural and urban communities as the demographics are shifting toward an increasingly older, more diverse, lower income, and ultimately more vulnerable population with limited access to technology and greater discomfort engaging with government. Those with the most to lose from an undercount are the hardest to count, including communities of color, immigrants, young children, the homeless, and those traditionally served by nonprofits. For example, in Michigan 10.8% of the population under the age of five years old lives in a hard-to-count community. Many of the hardest to count individuals live in isolated rural areas or urban centers where there have been significant shifts in demographics that may be missed in the 2020 Census count. An accurate count is crucial in portraying Michigan's diverse demography and landscape of needs, which ensures that multi-sector investment in Michigan can meet those needs equitably.

In addition to demographic changes, the Census will be moving to an online format, which will be challenging for communities that lack reliable access to internet. The Census Bureau is facing funding constraints like never before, resulting in the bureau planning to collect the majority of census information online; decreasing the number of regional and local census offices by 50 percent; and scaling back door-to-door outreach by official census enumerators. Considering the current political climate, it is likely that many individuals from the hardest-to-count groups will be hesitant to complete the census and provide information to the government. The proposed changes and financial constraints increase the potential of undercounts, particularly in Michigan's urban areas experiencing high economic stress and rural areas with high levels of poverty.

Additionally, leadership challenges could threaten the Census as well. The Census Bureau Director resigned earlier this year and a full-time replacement has not yet been named. This vacancy creates a leadership vacuum less than three years before the Census count takes place, and less than one year before a critical "dress rehearsal" of the full census process. The Census is the U.S.'s largest, most complex, non-military operation, and as such, requires highly qualified leadership to guide the operations leading up to and during the count. In Michigan, the 2020 Census will be the first decennial Census for Michigan's State Demographer; while he is eager to work with foundations and nonprofits in

ensuring an accurate count, he will need as much support as he can get in implementing Census operations in Michigan.

Given the Census' significance to Michigan communities and the challenges it is facing, the Michigan Nonprofit Association (MNA), with support from the Council of Michigan Foundations (CMF), is launching an ambitious effort to engage nonprofits in ensuring a fair and accurate census count in 2020: The 2020 Michigan Nonprofit Counts Campaign

How to Achieve Purpose: The 2020 Michigan Nonprofit Counts Campaign is a collaborative, coordinated, statewide effort to maintain and/or increase Census participation rates, with a special focus on communities that are at significant risk of being undercounted. The campaign will mobilize nonprofits to educate communities on the importance of being counted; provide trainings and tools for nonprofits on effective outreach tactics; assist nonprofits in identifying hard-to-count communities, award mini-grants to local nonprofits, coordinate a statewide communications plan, and work with government officials to avoid duplication of efforts and enhance government's communication and outreach efforts to ensure a complete count. These steps are further outlined in the concept paper "2020 Michigan Nonprofit Counts Campaign." The following plan outlines key steps to cultivate interest among CMF members to fund this work.

Desired Outcome: For CMF members to fully fund the 2020 Michigan Nonprofit Counts Campaign, which is expected to cost $3.3 million from 2017 – 2020.

Process:

1. Draft language to make ask (**Karista**) **by 10/11/17**
   o Overview of activities/project goal (mention Forum Grant)
   o Mention working with MNA for statewide plan (mention there is concept paper that will be forthcoming ahead of meeting)
   o Some statistics re: hard-to-count (HTC) in their areas and why important; what is local data according to map that makes compelling case
      ▪ See outreach email language document
   o Purpose: looking for members to support plan, we (CMF) and MNA willing to work with members to help them support plan (i.e, providing potential partners/grantees in their geographies); want to make compelling case
   o Ask to set up call/meeting
2. Set up cultivation calls/meetings **(Nora) by week of 10/16/17**
   o Reach out to members asking for call or meetings – start with members listed in Tier 1 (see below)
      ▪ Tier 1 indicates priority outreach – reach out to these members first since their grantmaking done in biggest HTC areas
   o Debbie, Karista, and Joan all to take part (Joan can answer specific questions about plan)
   o For emails sent before Annual Conference, indicate sessions at Annual Conference (Census and Civic Engagement and BTQT Table) where can learn more about the Campaign
   o Attach concept paper to meeting invite (in advance of call so have time to review)
3. Host cultivation calls/meetings **(Debbie, Joan to attend, Elizabeth where Karista not available) by 12/1/17 (ongoing depending on schedules)**

- o Ask about members' processes for accepting proposals and if they'd be open to receiving a proposal.
  - How can we submit a proposal – via MNA or a local organization? Do they want a more in-depth meeting with MNA after?
- o This plan proposes reaching out to communities in two phases – the 1st tier consists of funders in the hardest to count communities **(see below for description and tiers)** and the 2nd tier consists of the rest of the communities in Michigan that also have hard-to-count tracts, albeit fewer tracts than the 1st tier and/or higher percentages of mail-in rates.
4. Send proposals (MNA Sends to funders) **by 2/1/2017**
5. Follow-up meetings with members who received proposals (MNA)

Outreach in Hard-to-Count Communities

Listed below are communities and Census tracts that are hard-to-count* per congressional district along with CMF member organizations that work in those communities. The Census defines "hard to count" as areas where 73% or less of residents respond to the Bureau's first attempt to reach out to people and prompt them to fill out the Census form (this initial contact is usually done by mail). Those who do not respond on the first attempt require "non-response follow up" (NRFU), which is more complicated comprises the costliest part of the Census. It is in this phase where people are less likely to be counted. The light orange to dark red portions of the map indicate the 20% lowest counted communities in the U.S. based on 2010 mail-in rates, that is, percentages of those who did not respond after the first outreach attempt and required non-response follow up.

Map showing HTC tracts: http://www.censushardtocountmaps2020.us/

*according to the map compiled by Steve Romalewski, Director of CUNY Mapping Services at the Graduate Center.

Tier 1/Round 1 Outreach:

Southeast Michigan/Detroit and Metro Area (Congressional Districts 8, 9, 10, 11, 12, 13, and 14)

Rationale for Tier 1: 35% of 14th district residents live in HTC neighborhoods; 40% of 13th district residents live in HTC neighborhoods; one of the hardest to count tracts in the Country

- 4 Foundations: community and independent

Flint area/Saginaw (5th Congressional District – Dan Kildee)

Rationale for Tier 1: 4 HTC Tracts Genesee Count, 2 in North Flint, 3 HTC tracts in Saginaw

- Send to 6 funders (independent, family, community, corporate giving)

Southwest Michigan (6th Congressional District – Fred Upton)

Rationale for Tier 1: 4 HTC tracts in Kalamazoo (North Side and East Side = high African American population, over 50% in or near poverty; tract near WMU also HTC)

- Send to 2 funders

Tier 2 Outreach/Round 2

Northern Michigan (1st District – Jack Bergman)

Rationale: some HTC tracts but not as many or as undercounted as Tier 1; HTC tract in Houghton/near MTU campus; 2 HTC tracts in Marquette County (low income, Native American, some immigrants)

- Send to 3 funders – all CFs

West Michigan (2nd District – Bill Huizenga)

Rationale: 2 HTC tracts in county covered by funder; another county with funder has HTC tract

- Send to 2 funders – both CFs

4th District – John Moolenaar

Rationale: 2 HTC tracts

- Send to 1 funder

6th Congressional District – Fred Upton

Rationale: 3 HTC tracts in another part of district where funder located; not as critical as those listed in tier 1 for 6th district, so listed as tier 2

- Send to 1 funder

7th Congressional District – Tim Walberg

Rationale: 3 HTC tracts

- Send to 3 funders

8th Congressional District – Mike Bishop

Rationale: HTC tracts in Lansing, East Lansing (on/near campus)

- Send to 1 funder

12th Congressional District – Debbie Dingell

Notes: 10 HTC tracts

- Send to 1 funder