

Attachment A:
My Approach:

1. General Project Support
 - a. Serve as an advisor and subject matter expert for the policy, communication, evaluation and data elements of the campaign.
 - b. Participate in bi-weekly calls with MNA staff.
 - c. Provide ongoing updates to MNA staff on national census efforts that might be relevant to the campaign.
 - d. Conduct research, listen to national webinars, participate in regular scheduled calls with MNA and Census Bureau to maintain the most up-to-date information on the census planning and implementation.

2. Statewide Nonprofit Complete Count Committee
 - a. Facilitate quarterly meetings
 - I. Conduct calls with co-chairs 1 month prior to the quarterly meetings to discuss agenda and materials.
 - II. Draft agenda, annotated agenda and materials for approval 2 weeks prior to meeting and draft email to send with attachments for participants.
 - III. Staff the meetings and provide facilitation, assistance to chairs as needed.
 - IV. Conduct any follow up from each of the meetings.
 - b. Draft bi-monthly email newsletters for MNA to send.

3. Training and Tools
 - a. Develop curriculum and facilitate four trainings/webinars for nonprofits on what's at stake and how to ensure communities are counted. 2018: 9/18 and 12/10. 2019: 3/25 and 6/24.
 - b. Develop text for four tools to encourage nonprofits engagement in the campaign (i.e. checklist for engagement, toolkit for GOTC activities, etc.). The tools will be completed to coincide with each of the webinars as a resource for the webinars/trainings.

4. Fieldwork & Engagement
 - a. Serve as the main contact and resource for census hubs.
 - b. Recruit and provide technical assistance to the census hubs, provide guidance on development and implementation of work plan including advisory committees and grantmaking strategy.
 - c. Form a peer learning community for the census hubs that includes monthly communication (group and/or individual calls) and frequent emails that provides the latest on the census, campaign and resources available.
 - d. Draft materials (to be designed by communications firm) for census hub activities (i.e. local plan template, timeline for hubs, RFP for mini-grant recipients, etc.).
 - e. Provide technical assistance to local mini-grant recipients, as needed.

5. Funder Outreach
 - a. Participate in meetings/calls with funders with MNA
 - b. Follow up with funders, copying MNA, to determine next steps, as needed.
 - I. Provide all support materials necessary and draft proposals (the following are dates for proposals due as of today, however, it is expected that additional proposals will be added as needed throughout the year with a heavier lift this fall)