



## MEMO

**To:** [REDACTED]  
**From:** Erin Skene-Pratt, MNA Census Consultant  
**cc:** Joan Gustafson, MNA  
**Date:** October 11, 2018  
**Re:** Michigan Nonprofits Count Campaign

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### **Background:**

The Michigan Nonprofits Count Campaign is a collaborative, coordinated, statewide effort to encourage participation in the census in communities that are at significant risk of being undercounted. The campaign will mobilize nonprofits to encourage participation in the 2020 census, 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.

For more than 25 years, MNA has been a trusted partner in addressing pressing issues for nonprofit organizations throughout Michigan, including those serving vulnerable populations. Michigan's nonprofit community is ideally suited to encourage hard-to-count communities to be counted. MNA learned from its efforts in Census 2010 that nothing can replace the encouragement and reassurance of a trusted nonprofit. Nonprofits serving in hard-to-count communities have well-established relationships by way of their services and advocacy efforts, speak the communities' language, and are generally regarded with a higher level of trust than certain government agencies. Through the years MNA has participated in many cross-collaborations including government, academic institutions, nonprofits, businesses and faith-based organizations. As a result of these cross-collaborations, MNA has extensive and diverse networks throughout the state.

### **What's at Stake:**

There's a lot at stake for the 2020 census and there is a clear need for aggressive outreach, communication, coordination and organizing to ensure a fair and accurate count in the city of Detroit, Wayne, Macomb and Oakland Counties.

**Critical Funding at Risk:** First, communities are at risk of losing critical revenue for programs and services. Public officials use census data and the number of people counted to determine distribution of federal funds. Based on a recent study from George Washington University, Michigan receives over \$14.5 billion dollars from just the 16 largest federal programs that disburse funds based on census figures. For example, if we assume a proportional distribution of these funds based on the population of Wayne County (less the city of Detroit) the amount of annual funding in question amounts to about \$1.77 billion for critical services

and programs such as Medicare; Medicaid; S-CHIP; WIC; SNAP; housing; Head Start; and education. Also, since public officials use census data to distribute funds there is concern about what the low census participation would mean for the 40% of the state budget that comes from federal funding. Without the government funding, communities would likely turn to philanthropy and nonprofits to fill the void.

Equity and Access: Second, 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. In 2020 the expected response rate in Wayne County is 78.1% resulting in the need to follow-up with about 146,847 households in the county. The predicted response rate to the census is especially alarming since there will be less follow-up by government with non-responding households due to the Census Bureau's change in its model for collecting responses (internet first), funding challenges and reduced number of Census Bureau employees at the local level.

### Focus on Southeast Michigan

To encourage participation in Southeast Michigan, MNA will partner with [REDACTED] who will serve as the census hub for the city of Detroit, Wayne, Macomb and Oakland Counties. The purpose of the census hub is to educate nonprofits about what's at stake for the 2020 census; mobilize nonprofits in get out the count efforts; award and manage mini-grants to local nonprofits; partner with local complete count committees to coordinate and avoid duplication of efforts; and serve as a campaign key messenger with local media and state, federal policymakers in support of funding and outreach for the census. As part of these plans, the census hub will participate in local complete count committees across the county. The census hub will also award \$975,000 in mini-grants to local organizations in support of get-out-the-count efforts throughout the region. To determine the grantmaking strategy, the census hub will develop an advisory committee comprised of local organizations that represent those who are hardest-to-count. The advisory committee will review data provided by MNA to determine the areas within the county that are hardest-to-count and will contact nonprofits serving those neighborhoods as potential mini-grant recipients. Examples of activities conducted by local mini-grant recipients may include:

- Volunteers and staff of a neighborhood service organization may canvass blocks with iPads and literature translated into the language commonly spoken in the community. The material, tailored from data and messaging provided by MNA, would address common concerns that may deter individuals from completing the census.
- An immigrant's rights organization may hold community forums to educate those they serve about the census. Knowing those they represent the best the local organization would tailor the messages provided by the campaign to meet their needs and ensure that messengers are respected from within the community.
- A youth center might have a "census party" to encourage family participation in the census and have volunteers available to help participants complete the census online.
- A non-traditional nonprofit media source may write a series of articles leading up the 2020 census to educate their readers about what's at stake and how to be counted.
- With help from volunteers and staff, food banks may set up a kiosk for individuals to learn more about the census and complete it online.

MNA will provide the hub and the local mini-grant recipients with training and tools to educate local nonprofits about leading practices to encourage an accurate count in local communities, technical assistance to support the development and implementation of local plans, data for locating the neighborhoods that are hardest to count and potential mini-grant recipients, opportunities to learn from a peer learning community; and critical communication framework and materials that can be tailored for the needs of individual communities to promote participation in the census.

## Campaign Budget and Fundraising Overview:

The 3-year campaign budget is \$4.7 million including \$1.8 million for campaign infrastructure to support census hubs; \$915,000 for sub-grants to census hubs for administration; and \$2.1 million in mini-grants for local nonprofits. The following table explains the roles of the campaign infrastructure; census administration and mini-grant recipients.

Campaign Infrastructure Budget Allocation: \$1.8 million	Census Hubs Budget Allocation: \$915,000	Local NPO Grantees Budget Allocation: \$2.1 million
Lead statewide coalition →	Engage local leaders; develop plan for county/region →	Educate communities
Secure and distribute funding ↔	Award and monitor local nonprofit mini-grants ↔	Submit proposal to census hub to be considered for mini-grants
Provide training and technical assistance →	Share trainings with local nonprofits →	Participate in training
Develop dashboard for hubs and mini-grant recipients, as well as evaluation plan ↔	Track efforts of local mini-grant recipients ↔	Track activities and outcomes; provide detail to census hub
Design and implement statewide communications strategy →	Serve as local campaign messengers with stakeholders, including media →	Serve as messengers with those they serve
Support regional data and communications needs ↔	Share and tailor materials for local nonprofits ↔	Target fieldwork with hard-to-count neighborhoods
Host statewide trainings to encourage peer learning and promote best practices →	Participate in peer learning community; share lessons learned with grantees →	Incorporate practices to mobilize staff, board, volunteers and those they serve
Advocate and coordinate with local, state and federal officials; promote collaboration ↔	Partner with local officials/ complete count committees ↔	Coordinate with regional census hub

To date, \$3.9 million is committed to support the campaign and about \$1 million in requests are being considered by foundations across the state. Funders that have committed to supporting the campaign (as of 10/5/18) include:

