



Census 2020 materials for funders have been developed in partnership with the Michigan Nonprofit Association (MNA).

SUPPORTING THE CENSUS: FROM THE FUNDER'S PERSPECTIVE

The Council of Michigan Foundations (CMF) spent approximately one year providing education and advocacy regarding the purpose and importance of the census while engaging with the Michigan Nonprofit Association (MNA) to support development of the Michigan nonprofit-led census campaign. Following that first year's efforts, CMF launched the member outreach plan to fund the MNA-led *Michigan Nonprofits Complete Count Campaign*. The following are resources utilized in the outreach to CMF members to discuss support of the campaign, as well as important resources developed by MNA as leader of the nonprofit sector census campaign. We hope these resources will be useful as funders and their partners consider opportunities to support nonprofit-led census work in their communities.

INFORMATION FOR FUNDERS

- **CMF Outreach Plan** describes the process that CMF led to raise funds for the campaign, with MNA as the proposed grantee.
- **Funder Memo** (*example*) was tailored for each potential funder. It included data for their geographic area and funding priorities while also drawing the connection between the need for accurate census data in relation to their priorities.
- **Formal Funding Proposal** (*example*) Although the proposal requirements varied for each funder, all proposals were localized and included what's at stake, campaign description, focus on campaign activities in their region and project outcomes.
- **Presentation to Funders** is the slide deck from a plenary on Census 2020, presented at the Kansas Association of Community Foundations Annual National Conference. It provides an overview of the importance of the census data, relevance to philanthropy and examples of how funders can support the census. It has also been useful for board meeting presentations.

MNA MICHIGAN NONPROFITS COMPLETE COUNT CENSUS CAMPAIGN INFORMATION

- **Michigan Nonprofits Count Concept Paper** was the first resource designed for the campaign to share the goals, purpose and elements of the statewide effort. The concept paper was provided to all funders prior to an initial call set up and hosted by CMF, with MNA participating as the potential grantee.
- **Budget** for the campaign includes funding for infrastructure, subgrants for administration of regional census hubs and mini-grants for local nonprofits conducting get-out-the-count efforts.

- **Michigan Nonprofits Count Campaign Framework** provides an overview of the roles and responsibilities of the three main players in the campaign (MNA, regional census hubs and local nonprofits). This framework is essential not only for implementation of the campaign but for creation of the structure for place-based funders to participate in the statewide pooled fund while designating their grant to their mission-related region. The budgets for each region include allocations to support the statewide work so that place-based funders are still supporting the statewide infrastructure.
- **Michigan Nonprofits Complete Count Committee Description** provides an overview of the purpose of the committee and roles/responsibilities for committee members. Census hub administrators are members.
- **Becountedmi2020.com** is the campaign website with resources for Michigan nonprofits and a password-protected section for census hub administrators to share information and tools.
- **Lead Consultant Scope of Work** includes general project support; facilitation and staffing of the nonprofits complete count committee; training and technical assistance; fieldwork and engagement with census hubs and mini-grant recipients; and funder outreach.
- **Community Foundations as Census Hub Administrators** is the briefing document provided to community foundations if they wished to consider serving as a census hub administrator for their region, leveraging both their community leadership and grantmaking expertise. Six community foundations in Michigan are census hub administrators or co-administrators for their region.

MNA MICHIGAN CENSUS HUB RESOURCES

- **MOU (example)** outlines the relationship between MNA and an organization serving as the regional census hub.
- **Census Hub Timeline of Activities** provides an outline of the roles and responsibilities of each census hub and timing for suggested activities including grantmaking, communications and collaboration with local government.
- **Position Description** for census hub administrators was drafted for census hub organizations that may hire or contract with someone to support their efforts.
- **Local Advisory Committee Description** includes suggestions for committee composition, purpose and meeting schedule. Each census hub in the campaign is required to have an advisory committee comprised of organizations which represent populations that are hardest-to-count in their communities.
- **Instructions for Identifying Census Tracts** explains how a census hub could use the data provided by the campaign (low response scores and demographic information) to target census tracts for mini-grant distributions.
- **Grantmaking Process (draft)** is an example of how the grantmaking process could work for local mini-grant distribution.
- **Regional Infographics (example)** is a localized visual for census hubs to share with local government officials and key stakeholders.

CONNECT WITH US

Learn more at www.michiganfoundations.org, call (616) 842-7080 or email Debbie McKeon, executive vice president and COO for CMF, at dmckeon@michiganfoundations.org.

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**
 - Overview of activities/project goal (mention Forum Grant)
 - Mention working with MNA for statewide plan (mention there is concept paper that will be forthcoming ahead of meeting)
 - 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
 - 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
 - Ask to set up call/meeting
2. Set up cultivation calls/meetings (**Nora**) **by week of 10/16/17**
 - 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
 - Debbie, Karista, and Joan all to take part (Joan can answer specific questions about plan)
 - 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
 - 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)**

- 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?
 - 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.censushardtcountmaps2020.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



MEMO

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

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:



Executive Summary

On behalf of the Michigan Nonprofit Association (MNA), we are requesting a grant of \$75,000 in support of the Michigan Nonprofits Count Campaign. Partnering with the Council of Michigan Foundations, the campaign will mobilize and engage nonprofits across the state in support of a fair and accurate census count and build the capacity of nonprofits ready to address future community concerns and threats to democracy.

Introduction

In the 2010 census, Michigan was in danger of undercounting many vulnerable populations and as a result the state was at risk of losing federal funding that is vital to communities across the state. With support from the philanthropic community, the Michigan Nonprofit Association led a statewide effort to mobilize and engage nonprofits across the state to increase the 2010 census count, particularly in hard-to-count communities. Despite significant economic concerns and a high unemployment rate, Michigan was one of only a handful of states that exceeded its mail-in-rates from 2000 (78% compared to 69%). Two of the areas with significant philanthropic investment in 2010 were Calhoun and Genesee Counties. Both of these communities experienced an increase in the mail-in-rate with Calhoun seeing an increase from 76% in 2000 to 79% in 2010, and Genesee County saw an increase from 80% in 2000 to 82% in 2010.

In 2020 we are at risk of a significant undercount with the census implemented as an internet-first approach. In Michigan 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. The 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. We learned from our 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 we have 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. Given the depth of the strategy led by MNA, the breadth of the stakeholder group, the inclusive process that produced these results, and the credibility and experience that MNA brings to the table within the context of this process, we strongly believe that MNA is well positioned to carry out the objectives laid out in this proposal. The Council of Michigan Foundations (CMF) and the Michigan Nonprofit Association have long partnered on civic engagement efforts, such as the 2010 census campaign; public policy efforts on the state and federal levels; research about the sector; and convening's to further the relationships between grantmakers and grantseekers.

Need

Although the 2020 campaign will be modified based on lessons learned from the 2010 campaign, MNA recognizes the unique circumstance of this census. Unlike past decennial census, the 2020 census has unique struggles including:

- Underfunding of the 2020 census that has resulted in the Government Accountability Office placing the census on its high risk list because of concern that the lack of funding will hinder the U.S. Census Bureau's ability to complete the census on time and accurately. This lack of funding has also resulted in cancellation of 2 of the 3 dress rehearsals for the 2020 census.
- This decennial census will be unique because individuals will be encouraged to complete the census online and census takers will be equipped with internet-connected devices to simplify the process which makes the dress rehearsals crucial for testing out the system.
- "If you underfund the census, you get an undercount," says Kenneth Prewitt, who directed the Bureau during the 2000 census. "And if you don't count people, they are politically invisible, in effect." (Time, May 2017).
- According to the Pew Research Center, public trust in the government remains near historic lows. Only 20% of Americans today say they can trust the government in Washington to do what is right "just about always" (4%) or "most of the time" (16%). Getting people to respond to the census is difficult as it is, but when asked by an entity that they do not trust it makes the effort even more difficult.
- The U.S. Census Bureau is currently experiencing a leadership vacuum with the resignation of the director in May 2017. As stated in an opinion piece published in the Washington Post authored by Republican and Democratic past directors of the Census Bureau, "The 2020 census faces unprecedented challenges in collecting data, including fear of government authorities in immigrant communities, cyber security threats (real or perceived) and uneven access to reliable Internet service, which could disadvantage rural, low-income and older households. The nation needs a Census Bureau director with the capabilities to navigate these minefields credibly and deliberately."

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 targeted areas of Metro-Detroit.

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 Detroit, the amount of annual funding in question amounts to \$987 Million for critical services and programs such as Medicare; Medicaid; S-CHIP; WIC; SNAP; housing; Head Start; and special 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.

Second, many of your grantees often utilize census data to conduct research, demonstrate community need, define the target population served and evaluate their work. For example, it would be difficult to conduct Alzheimer's research without the demographic data provided by the decennial census. Civic organizations, government and business also often utilize census data to help make economic development decisions that impact the quality of life for Detroit residents. From the standpoint of equity and access, those with the most to lose are the most at risk of being undercounted in the 2020 census. The hardest-to-count populations include, but are not limited to, communities of color; immigrants; renters; young children; the homeless; and others traditionally served by the nonprofit community organizations that are often your grantees. As part of MNA's commitment to diversity, inclusion and equity - this campaign will focus on ensuring that those who are traditionally undercounted have a voice in the 2020 census.

Third, the predicted response rates for Metro-Detroit are especially alarming, based on information from the Census Bureau and researchers, MNA expects the response rates to be as low as 83.2% in Macomb County; 82.5% in Oakland County and 78.1% in Wayne County. These rates are alarming since there will be less follow-up 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. This issue is also compounded by the fact that many households in the city do not have a computer with broadband or internet subscription.

Goals/Objectives/Activities

Goals: 1. To mobilize nonprofits across the state, including organizations in Metro- Detroit, to encourage participation in the 2020 Census particularly amongst those traditionally hardest-to-count. 2. To develop a statewide infrastructure to further advocacy issues of concerns to communities.

Strategy: To cultivate involvement of nonprofit organizations in census 2020 with a focus on hard-to-count communities.

Objectives and Activities:

I. Form a statewide coalition - The statewide Nonprofit Complete Count Committee will be instrumental in outreach, awareness and implementing strategies to ensure a complete count. Co-chaired by Hassan Jaber, CEO of ACCESS and Donna Murray-Brown, President and CEO of the Michigan Nonprofit Association, the Nonprofit Complete Count Committee is comprised of grass-top organizations that represent grassroots organizations serving hard-to-count communities and organizations that directly represent individuals that are traditionally hard-to-count, including people of color, immigrants, homeless citizens, and young children. The Nonprofit Complete Count Committee provides guidance for the campaign, and individual representatives of the committee will educate their networks on the census and mobilize their members to take the lead and/or participate in get-out-the-count efforts in their local communities.

II. Implement a statewide communications strategy - Working with an experienced communications firm, the campaign will effectively communicate with policymakers, the media and the public on the census. Considering the lack of funding at the federal level, there will be a need for messaging targeted at policymakers that encourage local municipalities and the state to dedicate additional resources to enhance communication and outreach for census 2020. Messaging is also needed to educate the media and the public on why the census is important, with messages tailored for traditionally hard-to-count populations to encourage their participation in the census. In addition to assistance with messaging, the communications firm will work with the campaign to develop and maintain a website and social media presence. Finally, the communications firm will develop and promote media advocacy tools for use by local nonprofits, including, but not limited to, earned and paid media options.

III. Develop tools and conduct trainings - Educational opportunities and materials will be provided to increase the capacity of nonprofits across the state to engage in census 2020. Trainings and tools will provide nonprofit staff and volunteers with the information, skills and tactics necessary for local organizations to conduct get-out-the-count efforts in their communities. MNA will partner with the Census Bureau, participating regional hubs and other community building organizations to provide tools and educational opportunities that specifically address: why the census is important to nonprofits and those we serve; understanding the timeline for the census and tips for completing the census online; partnering with local officials and nonprofits to increase outreach and communications about the census; forming local Complete Count Committees; communicating effectively about the census and working with the local media; and tactics for outreach (canvassing, phone banking, community events, etc.) to traditionally hard-to count-segments of the population, including communities of color. Specific training and technical assistance will be designed for the census hubs to assist in their fieldwork detailed below.

IV. Target fieldwork and engagement - Provide funding to regional census hubs to award mini-grants to nonprofits in communities and track their activities to share lessons learned and promote peer learning. And, enhance capacity of interested municipalities to support a complete count. The campaign will partner with designated regional census hubs to develop plans unique to their communities that support fieldwork of local nonprofits. Designated census hubs will need to commit to the following with support from the state campaign:

- With education materials and trainings provided by MNA, educate nonprofits in your region about what's at stake for the 2020 census, leading practices to encourage an accurate count in their communities, and possible roles for nonprofits to help ensure a complete count;
- Administer the grant process to award Census 2020 mini-grants to nonprofits in your region;
- Participate in MNA-led statewide monthly peer learning calls and quarterly trainings over the entire campaign time period;
- Partner with local complete count committees to coordinate efforts and avoid duplication of efforts;

- Utilizing research and communications materials provided by MNA, serve as a campaign key messenger with local media and state/federal policymakers in support of funding and outreach for the census; and
- Utilizing communications materials provided by MNA in multiple languages as appropriate, distribute materials to nonprofits and other grassroots organizations to grow support for Census 2020 activities.

MNA will provide designated census hubs with funding to support the administrative and staffing expenses associated with this work. The support will be in the form of funding for mini-grant distribution, training to educate local nonprofits about leading practices to encourage an accurate count in your communities, technical assistance to support the development and implementation of your local plans, opportunities to learn from your peers also engaging in this effort, and communication framework and materials that can be tailored for the needs of your community. MNA will work with local funders and other key stakeholders to identify and designate regional census hubs. At this time census hubs are planned in the following counties with high concentrations of hard-to-count populations: Calhoun, Genesee, Ingham; Jackson; Kalamazoo; Macomb; Midland/Saginaw/Bay Area; Oakland and Wayne. There are also plans for regional census hubs in West Michigan and the Upper Peninsula.

V. Collect, analyze and visualize data - The campaign will provide local communities with data to assist their efforts in reaching hard-to-count populations. The campaign will provide localized data by providing fact sheets for targeted communities on the importance of the census in terms of government dollars derived from the census and percentage of hard-to-count populations in targeted communities. The campaign will also assist local organizations with canvassing and outreach to those that are traditionally hard-to-count in their communities, and will create a dashboard to track and share the number of nonprofits and communities the campaign seeks to engage.

VI. Partner with policymakers - The campaign will work with policymakers on the local, state and federal levels to encourage adequate funding, design and implementation of the census. On the local level, the campaign collaborated with associations of local municipalities to support efforts to educate local governments about the Local Update of census Addresses Program (LUCA), build awareness of LUCA's importance to an accurate count, and to encourage both large and small municipalities to participate in and dedicate resources to the effort. LUCA is a program through which representatives of state and local governments review, correct, and update the census address list, which guides outreach efforts. MNA will also work with these associations to encourage local municipalities to form Complete Count Committees and to provide officials with the information to do so. In addition to partnering with associations of local municipalities, the campaign will encourage regional census hubs to work closely with their local officials on planning for the census, LUCA, complete count committees, communication and outreach efforts.

On the state level, the campaign is working closely with the Governor's office, Office of Foundation Liaison; and state Legislature to ensure adequate funding of the state demographer's office, Michigan's liaison with the U.S. Census Bureau, and to explore additional state appropriations for communications and outreach efforts to increase the census response rate in 2020. MNA will also work with state officials to promote a state Complete Count Committee that is representational of segments of the population that are traditionally hard-to-count. The state legislature also recently appropriated \$500,000 in support of the Michigan Nonprofits Count Campaign.

On the federal level, the campaign will continue to encourage the Michigan congressional delegation to support adequate funding of the 2020 census and to protect the privacy and integrity of the census in terms of the questions asked on the form and the use of the data collected.

VII. Collaborate with foundation leaders - Partnering with the Council of Michigan Foundations (CMF), the campaign will support CMF's efforts to encourage philanthropy to support get-out-the-count efforts. CMF will work with its membership to educate and encourage financial support of the 2020 Michigan Nonprofits Count Campaign and local get-out-the-count efforts with a focus on leveraging member support in targeted communities with hard-to-count populations and high concentrations of nonprofits.

With [REDACTED] as the census hub for Southeast Michigan (Detroit, Macomb County, Oakland County and Wayne County), MNA will provide the hub with a plan template and data on expected participation rates for neighborhoods and hard-to-count populations within Metro-Detroit. Based on this information, the census hub will develop a plan for distribution of the local mini-grants (\$925,000) to ensure that the hardest-to-count areas are covered.

- The hub will contact organizations that serve targeted census tracts/neighborhoods and determine the organization's interest in participating in get-out-the-count efforts.
- With tools, talking points and resources provided by MNA, the hub will educate the local nonprofits on what's at stake for those they serve and why this effort is so important for their community.
- The Southeast Michigan Hub will work closely with ACCESS and other key nonprofit organizations to shape the plan for distribution of the mini-grants. For example. It is expected that ACCESS will be a mini-grant recipient. Hassan Jaber, Executive Director and CEO of ACCESS, is serving as co-chair of the campaign's Nonprofit Complete Count Committee.
- The census hub will award mini-grants to the local nonprofits to conduct get-out-the-count efforts in whatever fashion they see fit. It will be up to the hub to determine the number of grants awarded. As trusted entities, local organizations know their neighborhoods and those they serve best. Examples of activities 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 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.

With a dashboard and evaluation guidelines provided by the campaign, the census hubs will keep track of activities of grantees and report back to MNA. This information will help with evaluation and strategy for the campaign, but it will also help to introduce leading practices that could be shared and replicated around the state.

Data Collection/Evaluation

- Project Goal 1: To mobilize nonprofits across the state, including organizations in Metro-Detroit, to encourage participation in the 2020 Census particularly amongst those traditionally hardest-to-count.
 - Outcome; The creation of the new Michigan Nonprofits Count multi-level campaign. The coalition includes campaign infrastructure - MNA, a complete count committee comprised of nonprofits that represent those hard-to-count, census hubs across the state and local mini-grant recipients ready to take action in support of a fair and accurate census count.
 - Definition of Success: An understanding by nonprofits involved in the campaign of what's at stake for this census; a high level of engagement of nonprofits that represent those who are hardest-to-count; and active participation in the 2020 census by the populations and communities identified.
 - Measure of Success: The campaign will work with an evaluator to develop a dashboard for local use that will provide the hubs and local mini-grant recipients with the framework for gauging their success and highlighting their activities, number of people engaged, number of nonprofits and participation rates of those hardest-to-count. The campaign is also working with a researcher to identify baselines for participation rates in 2020 considering the unique circumstances and challenges associated with this census.

Project Goal 2: The campaign will develop a statewide infrastructure to further advocacy issues of concerns to communities.

- Outcome: The campaign will build the capacity of nonprofits in communities across the state, including Metro- Detroit through funding, training and technical assistance, communications support, and creation of a peer learning community for the census hubs and local mini-grant recipients.

- Definition of Success: Census hubs and mini-grant recipients feel connected to nonprofits in their community and are leveraging a network of peers for this effort and future partnerships. And these same organizations will feel more confident to address future policy issues of concerns in their communities.
- Measure of Success: The campaign will work with an evaluator who will conduct surveys throughout the campaign to assess the learning and networking of targeted nonprofits (census hubs & mini-grant recipients). This tactic will also allow the campaign to make course corrections as necessary throughout the effort.

Conclusion

There's a lot at stake for the 2020 census and a great deal of opportunity for the nonprofit sector to utilize its relationships, organizing and communication skills to make a difference. Working closely with the census bureau and the state, the nonprofit campaign has a unique opportunity to truly engage those who are traditionally hard-to-count and to build the capacity nonprofits in Metro-Detroit and across the state to address future threats to communities.

CENSUS 2020

Michigan Community Foundations
Leverage Their Unique Role
To Ensure Everyone Counts!

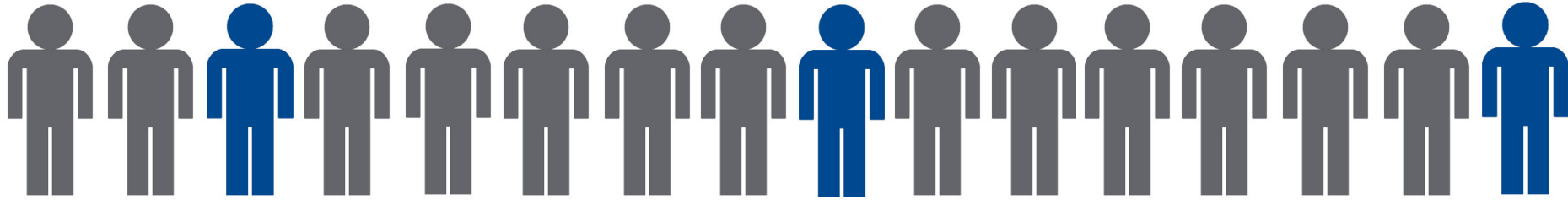


WHAT MAKES CENSUS 2020 DIFFERENT?

- Internet first
- Broadband access
- Digital divide
- Cyber security
- Citizenship question
- Disinformation campaign

WHY IS CENSUS 2020 SO IMPORTANT?

Basis for Resources Communities Receive



Under current funding figures, Michigan would lose an average of \$1,800 of federal funds per year for each person not counted - for 10 years.

WHY IS CENSUS 2020 SO IMPORTANT?

Those with the most to lose from an undercount are the hardest to count, including communities of color, immigrants, young children, seniors, the homeless and others traditionally served by nonprofits.

**Increased Demand on
Philanthropy and Nonprofits**

Census data is used to determine distribution of federal funds that support vital programs and services, including:



Head Start



SNAP
(Supplemental Nutrition Assistance Program)



Special Education



Medicaid



Free / Reduced Lunch Programs



WIC

WHY IS CENSUS 2020 SO IMPORTANT?



Census data is used to reapportion government representation, from the federal to the local level.

WHAT CAN YOU DO?

- Be a champion for the census; educate, advocate & communicate
- Amplify government census efforts locally and statewide
- Share news that the census is hiring workers now; consider who needs to know
- Combat disinformation campaigns
- Provide grant support; align grantmaking strategies / criteria

WHAT ARE MICHIGAN COMMUNITY FOUNDATIONS DOING IN THE NPO CAMPAIGN?

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	



Community foundations can
leverage their leadership
to support a thorough,
fair and accurate census.

EVERY **ONE**
COUNTS,
SO...
ENSURE
EVERYONE IS
COUNTED.

GOOD LUCK WITH THE
CENSUS EFFORTS IN
YOUR COMMUNITIES!





2020 Michigan Nonprofits Count Campaign

Introduction

The Michigan Nonprofit Association (MNA), with seed funding from the W.K. Kellogg Foundation, and with support from the Council of Michigan Foundations (CMF), is launching an ambitious effort to mobilize nonprofits and partner with government to encourage participation in the 2020 census.

In the 2010 census Michigan was in danger of undercounting many vulnerable populations and as a result the state was at risk of losing federal funding that is vital to communities across the state. With support from the philanthropic community, the Michigan Nonprofit Association led a statewide effort to mobilize and engage nonprofits across the state to increase the 2010 census count, particularly in hard-to-count communities. Despite significant economic concerns and a high unemployment rate, Michigan was one of only a handful of states that exceeded its mail-in-rates from 2000 (78% compared to 69%). Two of the areas with significant philanthropic investment in 2010 were Calhoun and Genesee Counties. Both of these communities experienced an increase in the mail-in-rate with Calhoun seeing an increase from 76% in 2000 to 79% in 2010, and Genesee County saw an increase from 80% in 2000 to 82% in 2010.

In 2020 we are likely to experience a significant undercount 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. Modeled on the campaign in 2010, the 2020 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 educate communities on the importance of maintaining participation rates and ideally increasing counts in hard-to-count communities, 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.

Although the 2020 campaign will be modified based on lessons learned from the 2010 campaign, MNA recognizes the unique circumstance of this census. Unlike past decennial census, the 2020 census has unique struggles including:

- Underfunding of the 2020 census that has resulted in the Government Accountability Office placing the census on its high risk list because of concern that the lack of funding will hinder the U.S. census Bureau's ability to complete the census on time and accurately. This lack of funding has also resulted in cancellation of 2 of the 3 dress rehearsals for the 2020 census.
- This decennial census will be unique because individuals will be encouraged to complete the census online and census takers will be equipped with internet-connected devices to simplify the process which makes the dress rehearsals crucial for testing out the system.

- "If you underfund the census, you get an undercount," says Kenneth Prewitt, who directed the Bureau during the 2000 census. "And if you don't count people, they are politically invisible, in effect." (Time, May 2017).
- According to the Pew Research Center, public trust in the government remains near historic lows. Only 20% of Americans today say they can trust the government in Washington to do what is right "just about always" (4%) or "most of the time" (16%). Getting people to respond to the census is difficult as it is, but when asked by an entity that they do not trust it makes the effort even more difficult.
- The U.S. census Bureau is currently experiencing a leadership vacuum with the resignation of the director in May 2017. As stated in an opinion piece published in the Washington Post authored by Republican and Democratic past directors of the Census Bureau, "The 2020 census faces unprecedented challenges in collecting data, including fear of government authorities in immigrant communities, cyber security threats (real or perceived) and uneven access to reliable Internet service, which could disadvantage rural, low-income and older households. The nation needs a Census Bureau director with the capabilities to navigate these minefields credibly and deliberately."

The unique challenges for the 2020 census have resulted in the need to increase the fieldwork from 2010 efforts. Over the next few years, MNA hopes to partner with regional organizations to provide \$1.4 million in mini-grants to nonprofits across the state compared to \$343,500 in 2010. These regional organizations will serve as census hubs to develop unique plans for their communities in support of fieldwork for nonprofits. In addition to the increased financial support at the local level, MNA's efforts in 2020 will include an enhanced communications effort that targets traditional and non-traditional media outlets to raise awareness of the need to complete the census and how to do so. And also different from 2010, MNA will work closely with the state to advocate for its investment in planning and outreach for the census in addition to what will be provided by the federal government.

The state of Michigan is not alone in its efforts to support a fair and accurate census count. Thanks to a small grant from the Joyce Foundation, CMF is part of a national census project of the United Philanthropy Forum. Specifically, CMF is educating members about what's at stake in the 2020 census and role for philanthropy, meeting with nonprofits to assess interest & readiness for a nonprofit get-out-the-count effort, advocating in support of funding & design of the census, and partnering with the state demographer to serve as a resource for planning and communication efforts census. In addition to the Joyce Foundation's investment, several national funders have come together as part of a census subgroup of the Democracy Funders Collaborative to develop a plan to ensure a complete count as the U.S. Constitution requires. In September 2017, the W.K. Kellogg Foundation awarded MNA with a 3-year grant to launch the Michigan campaign.

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 past voter engagement efforts and its efforts in census 2010 that nothing can replace the encouragement and reassurance of a trusted nonprofit. Nonprofits serving hard-to-count communities have well-established relationships, speak the communities' language, and are generally regarded with a higher level of trust than government.

Due to the level of trust and proximity to their communities, nonprofits are ideally positioned to reach those individuals who might be hesitant to respond to a request from the government.

Purpose

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 complete count in Michigan.

First, communities are at risk of losing critical revenue for programs and services relied on by all Michigan residents. Public officials use census data and the number of people counted to determine distribution of federal funds. In 2014, Michigan was allocated \$17.7 billion in federal funds that support many programs and services of importance including, but not limited to: Head Start; food stamps; special education; free and reduced lunch programs; WIC, and the Children's Health Insurance Program. Under current funding figures, Michigan would lose \$1,800 of federal funds per year for every person not counted. Without the government funding, communities would turn to philanthropy and nonprofits to fill the void.

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. 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 rural areas where there has been a significant shift in the demographics that may be missed in the 2020 census count.

Third, the Census Bureau is facing budget constraints like never before, resulting in the Bureau planning to collect the majority of census information online, decrease the number of regional and local census offices by 50 percent, and scale 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.

When census information is not accurate, it threatens to muffle the voices of undercounted groups and regions, and undermines the basic political equality central to our democracy. Required by the Constitution, census data are used to reapportion the 435 U.S. House of Representatives seats among the states, and to draw legislative districts within the state. Based on the 2020 census, Michigan may lose a congressional seat, resulting in a decrease in the number of seats held by Michigan in the Electoral College.

Nonprofits are uniquely positioned to educate and mobilize their communities to participate in the census:

- Nonprofits are located in and maintain everyday contact with communities most at risk of being undercounted;
- Nonprofits have trusting relationships with the communities they serve;
- Many nonprofits can provide access to education and materials in various languages and tailored to the cultural needs of the community;
- Nonprofits are out in the community at events, meetings and everywhere people live, work and play; and

- Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representations and physical and social infrastructure impacted by the census count.

Project Description

Goal: To maintain statewide participation rates from the 2010 census for the statewide number of respondents to the 2020 census. To create a multi-level coalition of nonprofits ready to address future democracy issues.

Strategy: To cultivate involvement of nonprofit organizations in census 2020 with a focus on hard-to-count communities.

Objectives:

I. Form a statewide coalition - *The statewide Nonprofit Complete Count Committee will be instrumental in outreach, awareness and implementing strategies to ensure a complete count.*

The Nonprofit Complete Count Committee will be comprised of grass-top organizations that represent grassroots organizations serving hard-to-count communities and organizations that directly represent individuals that are traditionally hard-to-count, including people of color, immigrants, homeless citizens, and young children. The Nonprofit Complete Count Committee will provide guidance for the campaign, and individual representatives of the committee will educate their networks on the census and mobilize their members to take the lead and/or participate in get-out-the-count efforts in their local communities.

II. Implement a statewide communications strategy - *Working with an experienced communications firm, the campaign will effectively communicate with policymakers, the media and the public on the census.*

Considering the lack of funding at the federal level, there will be a need for messaging targeted at policymakers that encourage local municipalities and the state to dedicate additional resources to enhance communication and outreach for census 2020.

Messaging is also needed to educate the media and the public on why the census is important, with messages tailored for traditionally hard-to-count populations to encourage their participation in the census. In addition to assistance with messaging, the communications firm will work with the campaign to develop and maintain a website and social media presence. Finally, the communications firm will develop and promote media advocacy tools for use by local nonprofits, including, but not limited to, earned and paid media options.

III. Develop tools and conduct trainings - *Educational opportunities and materials will be provided to increase the capacity of nonprofits across the state to engage in census 2020.*

Trainings and tools will provide nonprofit staff and volunteers with the information, skills and tactics necessary for local organizations to conduct get-out-the-count efforts in their communities.

MNA will partner with the census bureau, participating regional hubs and other community building organizations to provide tools and educational opportunities that specifically address: why the census is important to nonprofits and those we serve; understanding the timeline for the census and tips for completing the census online; partnering with local officials and nonprofits to increase outreach and communications about the census; forming local Complete Count Committees; communicating effectively about the census and working with the local media; and tactics for outreach (canvassing, phone banking, community events, etc.) to traditionally hard-to-count-segments of the population, including communities of color. Specific training and technical assistance will be designed for the census hubs to assist in their fieldwork detailed below.

IV. Target fieldwork and engagement - Provide funding to regional census hubs to award mini-grants to nonprofits in communities and track their activities to share lessons learned and promote peer learning. And, enhance capacity of interested municipalities to support a complete count.

The campaign will partner with designated regional census hubs to develop plans unique to their communities that support fieldwork of local nonprofits. Designated census hubs will need to commit to the following with support from the state campaign:

- Educate nonprofits in your region about what's at stake for the 2020 census and possible roles for nonprofits to help ensure a complete count;
- Involve representatives of hard-to-count populations in developing and implementing a plan for awarding, managing and tracking mini-grants to local nonprofits;
- Partner with local complete count committees to coordinate efforts 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.

MNA will provide designated census hubs with funding to support the administrative and staffing expenses associated with this work. The support will be in the form of funding for mini-grant distribution, training to educate local nonprofits about leading practices to encourage an accurate count in your communities, technical assistance to support the development and implementation of your local plans, opportunities to learn from your peers also engaging in this effort, and communication framework and materials that can be tailored for the needs of your community.

MNA will work with local funders and other key stakeholders to identify and designate regional census hubs. At this time census hubs are planned in the following counties with high concentrations of hard-to-count populations: Calhoun, Genesee, Ingham; Jackson; Kalamazoo; Kent, Oakland, Saginaw and Wayne.

V. Collect, analyze and visualize data - Partnering with universities across the state the campaign will provide local communities with data to assist their efforts in reaching hard-to-count populations.

The campaign will work with universities across the state to localize data by providing fact sheets for targeted communities on the importance of the census in terms of government dollars derived from the census and percentage of hard-to-count populations in targeted communities.

Researchers will also develop mapping applications to assist local organizations with canvassing and outreach to those that are traditionally hard-to-count in their communities, and may create a dashboard to track and share the number of nonprofits and communities the campaign seeks to engage.

VI. Partner with policymakers - *The campaign will work with policymakers on the local, state and federal levels to encourage adequate funding, design and implementation of the census.*

On the local level, the campaign collaborated with associations of local municipalities to support efforts to educate local governments about the Local Update of census Addresses Program (LUCA), build awareness of LUCA's importance to an accurate count, and to encourage both large and small municipalities to participate in and dedicate resources to the effort. LUCA is a program through which representatives of state and local governments review, correct, and update the census address list, which guides outreach efforts. MNA will also work with these associations to encourage local municipalities to form Complete Count Committees and to provide officials with the information to do so. In addition to partnering with associations of local municipalities, the campaign will encourage regional census hubs to work closely with their local officials on planning for the census, LUCA, complete count committees, communication and outreach efforts.

On the state level, the campaign is working closely with the Governor's office, Office of Foundation Liaison; and state Legislature to ensure adequate funding of the state demographer's office, Michigan's liaison with the U.S. Census Bureau, and to explore additional state appropriations for communications and outreach efforts to increase the census response rate in 2020. MNA will also work with state officials to promote a state Complete Count Committee that is representational of segments of the population that are traditionally hard-to-count.

On the federal level, the campaign will continue to encourage the Michigan congressional delegation to support adequate funding of the 2020 census and to protect the privacy and integrity of the census in terms of the questions asked on the form and the use of the data collected.

VII. Collaborate with foundation leaders - *Partnering with the Council of Michigan Foundations (CMF), the campaign will support CMF's efforts to encourage philanthropy to support get-out-the-count efforts.*

CMF will work with its membership to educate and encourage financial support of the 2020 Michigan Nonprofits Count Campaign and local get-out-the-count efforts with a focus on leveraging member support in targeted communities with hard-to-count populations and high concentrations of nonprofits.

Evaluation

MNA uses a multi-faceted approach for measuring its work. This approach includes both formal and informal methods of evaluation as well as measuring external and internal outcomes. An evaluator will be hired early in the campaign to ensure that MNA gets real-time feedback to make strategic decisions while implementing the project.

Budget

See attached.

Michigan Nonprofits Count Campaign Framework



Purpose: Mobilize nonprofits across the state to achieve a fair and accurate count in the 2020 census and build the capacity of nonprofits to address future issues that threaten the health and well-being of our communities.

Budget: The three-year budget for 2018 - 2020 is \$4.7 million.

Roles: The campaign infrastructure is led by Michigan Nonprofit Association, census hubs and local nonprofit organization (NPO) grantees.

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



Nonprofit Complete Count Committee

Background:

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.

In 2010 Michigan was in danger of falling below a few important thresholds for federal funding and representation- especially in Detroit. With support from the philanthropic community, the Michigan Nonprofit Association led a statewide effort to mobilize and engage nonprofits across the state to increase the 2010 census count, particularly in hard-to-count communities. Despite significant economic concerns and a high unemployment rate, Michigan was one of only a handful of states that exceeded its mail-in-rates from 2000 (78% compared to 69%). Two of the areas with significant philanthropic investment in 2010 were Calhoun and Genesee Counties. Both of these communities experienced an increase in the mail-in-rate with Calhoun seeing an increase from 76% in 2000 to 79% in 2010, and Genesee County saw an increase from 80% in 2000 to 82% in 2010.

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. An accurate count is crucial in portraying Michigan's diverse demography and landscape of needs. This insight helps ensure multi-sector investment in the state can meet those needs equitably.

Based on a successful campaign in 2010, the 2020 Michigan Nonprofit Counts Campaign is a collaborative, coordinated, statewide effort to increase participation in the census in communities that are at significant risk of being undercounted. The campaign will mobilize nonprofits to educate and engage communities in increasing the count; 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.

Rationale for Nonprofit Involvement:

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 complete count in Michigan.

First, communities are at risk of losing critical revenue for programs and services relied on by all Michigan residents. Public officials use census data, and the number of people counted, to determine distribution of federal funds.

In 2014, Michigan was allocated \$17.7 billion in federal funds that support many programs and services of importance including, but not limited to: Head Start; food stamps; special education; free and reduced lunch programs; WIC, and the Children's Health Insurance Program. Under current funding figures, Michigan would lose \$1,800 of federal funds per year for every person not counted. Without the government funding, communities would turn to philanthropy and nonprofits to fill the void.

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. 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 rural areas where there has been a significant shift in the demographics that may be missed in the 2020 Census count.

Third, the Census Bureau is facing budget constraints like never before, resulting in the bureau planning to collect the majority of census information online; decrease the number of regional and local census offices by 50 percent; and scale back door-to-door outreach by official census enumerators. Considering the current political climate, it is likely that many individuals from the most hard-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.

When census information is not accurate, it threatens to muffle the voices of undercounted groups and regions, and undermines the basic political equality central to our democracy. Required by the Constitution, census data is used to reapportion the 435 U.S. House of Representatives seats among the states, and to draw legislative districts within the state. Based on the 2020 census, Michigan may lose a congressional seat, resulting in a decrease in the number of seats held by Michigan in the Electoral College.

Nonprofits are uniquely positioned to educate and mobilize their communities to participate in the census:

- Nonprofits are located in and maintain everyday contact with communities most at risk of being undercounted;
- Nonprofits have trusting relationships with the communities they serve;
- Many nonprofits can provide access to education and materials in various languages and tailored to the cultural needs of the community;
- Nonprofits are out in the community at events, meetings and everywhere people live, work and play; and
- Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representations and physical and social infrastructure impacted by the census count.

Purpose, Composition and Expectations of the Committee:

Working closely with state and federal officials and utilizing their nonprofit networks of members, boards, volunteers and others - the Nonprofit Complete Count Committee will develop and implement a statewide outreach and awareness campaign to increase the decennial census count, particularly in hard to count areas.

The committee will be comprised of leaders from statewide organizations with members across the state and statewide or community organizations that represent groups of individuals whom are traditionally hard to count (i.e. young children, minorities, immigrants, homeless, etc).

The following are expectations of committee members:

- To participate in quarterly meetings beginning in February 2018 and concluding in June 2020.
- To provide guidance to MNA for the overall design and implementation of its 2020 Nonprofit Complete Count Campaign.
- To educate and encourage your networks to take action in their communities to increase the census count, particularly in local communities that are recipients of mini-grants and conducting their own local complete count campaigns.

Contact:



HOW NONPROFITS CAN SUPPORT A FAIR AND ACCURATE CENSUS

A lot is at stake with Census 2020. As nonprofits serving hard-to-count communities, we are one of the few remaining trusted entities among that population – as we have well-established relationships and speak the communities' language. The following checklist provides a roadmap for action now to support a fair and accurate census 2020.

DETERMINE IF IT'S A FIT FOR YOUR ORGANIZATION

- ☐ Does your organization serve populations that are hardest to count (people living in poverty, renters, young children, immigrants, people of color)?
- ☐ Will your organization, or those you serve, be impacted by cuts in federal funding and political representation as a result of people not being counted in the census?
- ☐ Does your nonprofit maintain frequent contact and have a trusting relationship with those you serve?

ENGAGE IN THE STATEWIDE CAMPAIGN

- ☐ Register for the campaign email newsletters and alerts.
- ☐ Participate in webinars and training opportunities.
- ☐ Learn more about what's at stake and why the census matters to your community.
- ☐ Connect with the local organization serving as a census hub in your region.

EDUCATE AND MOBILIZE YOUR COMMUNITY

- ☐ Include information on your website, mailings, e-mail blasts, social media, and at board/staff/volunteer meetings about what's at stake and why the census matters to your community.
- ☐ Hold community forums on the importance of a fair and accurate count.
- ☐ Contact local officials (township, city, county, tribal) to determine census 2020 plans and to join any local complete count committees that are educating and mobilizing your community.
- ☐ Advocate with federal officials for a fair and accurate census.

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)



Memo

To:

[REDACTED]

From: Erin Skene-Pratt, MNA Census Consultant

Cc: Joan Gustafson, MNA and Debbie McKeon, CMF

Date: October 24, 2018

Re: Michigan Nonprofits Count Campaign

Background:

In the 2010 census, Michigan was in danger of undercounting many vulnerable populations and as a result the state was at risk of losing federal funding that is vital to communities across the state. With support from the philanthropic community, the Michigan Nonprofit Association led the first Michigan effort to mobilize and engage nonprofits across the state to increase the 2010 census count, particularly in hard-to-count communities. Despite significant economic concerns and a high unemployment rate, Michigan was one of only a handful of states that exceeded its mail-in-rates from 2000.

In 2020 we are at risk of experiencing a significant undercount 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. Modeled on the campaign in 2010, the 2020 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 educate communities on what's at stake; provide trainings and tools for nonprofits on effective outreach tactics; assist nonprofits in identifying hard-to-count communities, award mini-grants to local nonprofits, lead local participation in a coordinated 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.**

Nonprofits are uniquely positioned to educate and mobilize their communities to participate in the census because:

- Nonprofits are located in and maintain everyday contact with communities most at risk of being undercounted;
- Nonprofits have trusting relationships with the communities they serve;
- Many nonprofits can provide access to education and materials in various languages and tailored to the cultural needs of the community;

- Nonprofits are out in the community at events, meetings and everywhere people live, work and play; and
- Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representations and physical and social infrastructure impacted by the census count.

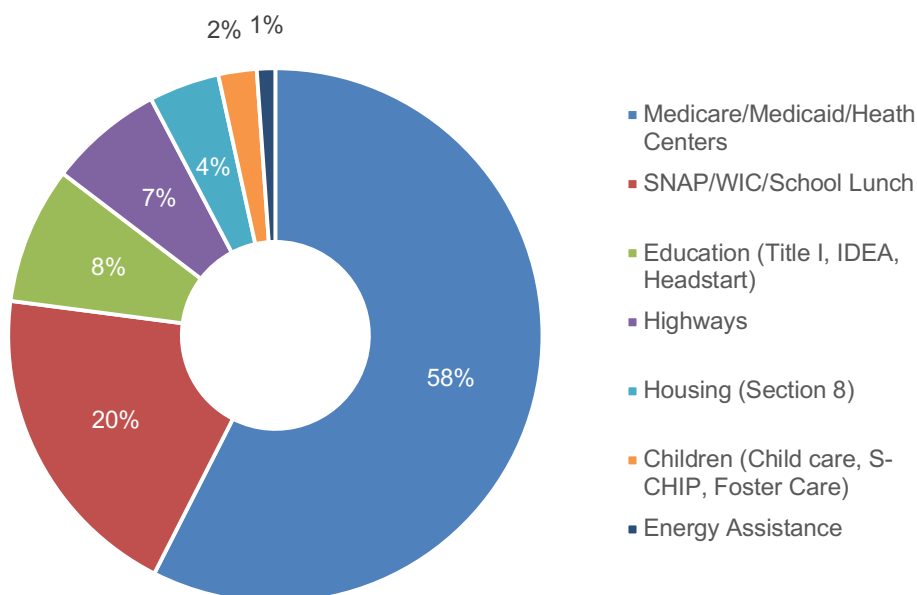
With the Michigan campaign viewed by national leaders as a successful model, both MNA and the Council of Michigan Foundations (CMF) have spoken to nonprofits and funders across the country to discuss leading practices for this work. Although there are efforts underway in other states, the Michigan Nonprofits Count Campaign is unique in its scale and successful partnership between philanthropy and nonprofits.

What's at Stake:

There's a lot at stake for our communities and there is a clear need for a robust and sustained approach that includes aggressive outreach, communication, coordination and organizing to ensure a fair and complete count in Michigan.

First, communities are at risk of losing critical revenue for programs and services relied on by all Michigan residents. Public officials use census data and the number of people counted to determine distribution of federal funds. Based on a recent study from The George Washington University, Michigan receives over 14.5 billion dollars (about \$1,467 per person) from the 16 largest federal programs that disburse funds based on Census figures. If we assume a proportional distribution of these funds based on the population of ██████████ about \$226 Million in federal funding is at risk per year. Further, 40% of the state budget is from federal funds. Without the federal funding, communities will likely turn to philanthropy and nonprofits to fill the void. The 16 largest programs and their component contributions can be seen in the figure below.

Largest Federal Sources that Use Census Data for Distribution



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. For example, in Michigan 10.8% of the population under the age of five years old lives in a hard to count community. Considering the digital divide and higher levels of poverty, we are particularly concerned about rural communities experiencing a high undercount in census 2020.

Third, the Census Bureau is facing budget constraints like never before, resulting in the bureau planning to collect the majority of census information online; decrease the number of regional and local census offices by 50 percent; and scale back door-to-door outreach by official census enumerators. Local census bureau offices in Michigan will be located in Detroit, Lansing, Macomb County, Midland and Oakland County. This new approach raises additional concerns such as lack of broadband, internet and cyber security fears. Even with secured internet access, 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 online changes and financial constraints increase the likelihood of undercounts, particularly in Michigan's rural areas with high levels of poverty.

Participation Rates:

In 2020 the anticipated response rate in [REDACTED] is 80.9%, resulting in the need to follow-up with about 11,921 households in the county. This anticipated response rate is a decrease from the response rate in 2010 of 83.5%. 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.

Budget and Campaign 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. With a goal of \$4.7 Million, the campaign has raised about \$3.9 Million and has about another million in pending applications

- The budget for [REDACTED] would be about \$175,000 including \$30,000 for campaign infrastructure (MNA) support of census hubs; \$45,000 for census hub activities; and \$100,000 in mini-grants for local nonprofits.

To raise the funds necessary to support the effort in [REDACTED], the Council of Michigan Foundations and the Michigan Nonprofit Association would approach [REDACTED] and other potential funders as identified by [REDACTED]. If possible, the campaign would also ask for a small contribution from the community foundation to either support the census hub administration or the mini-grants in the community.

Focus on [REDACTED]: To encourage participation in [REDACTED], MNA will partner with [REDACTED] who will serve as the census hub for the county. 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. Assuming the fundraising goal is achieved, the census hub will also award \$100,000 in mini-grants to local organizations in support of get-out-the-count efforts throughout the region.

Memorandum of Understanding

Partnership Agreement Memorandum of Understanding

Michigan Nonprofit Association AND Community Foundation X

This Memorandum of Understanding (MOU) describes the responsibilities and expectations between Michigan Nonprofit Association and Community Foundation X for the Michigan Nonprofits Count Campaign and the X Community Census Hub.

RESPONSIBILITIES AND EXPECTATIONS

For the campaign, the Michigan Nonprofit Association (MNA) serves as the "lead" organization. As the lead organization, MNA is responsible for the following:

- Secure and distribute funding to for distribution of mini-grants in the region.
- Develop an evaluation plan, including a dashboard for Community Foundation X to track its efforts and those of their mini-grant recipients.
- Design and implement a statewide communications strategy that includes a plan for the region (website, media outreach, talking points, ads, etc).
- Provide Community Foundation X with the data to identify hard-to-count neighborhoods in the areas referenced and ideas for outreach.
- Provide tools that can be tailored, by Community Foundation X, on the planning and implementation for census 2020; what's at stake for communities; examples for how nonprofits can be engaged; responses to FAQs; and sample materials to be provided to those who are hardest-to-count.
- Coordinate with state and federal officials to collaborate on efforts to reach those who are hardest-to-count and avoid duplication of efforts. MNA will share this information with the census hubs.
- Host quarterly online trainings for mini-grant recipients.
- Conduct monthly peer learning calls with census hub representatives to discuss the latest regarding campaign efforts statewide, promote leading practices and sharing of strategies.
- Provide ongoing technical assistance to census hub representatives.

Under this Agreement, Community Foundation X agrees to:

- Form an advisory group comprised of representatives from the targeted areas to advise on the region's plans for outreach, training, communications and mini-grant distribution.

- Develop plans for the region that is based on the data provided by MNA to reach the hardest-to-count neighborhoods.
- With input from the advisory group and MNA, identify nonprofits that serve those in the targeted hardest-to-count neighborhoods. Conduct outreach to these organizations and award mini-grants when appropriate.
- Participate in MNA peer learning community and share relevant materials and information from peer learning calls with mini-grant recipients.
- Tailor and share tools provided by MNA with mini-grant recipients and other relevant organizations/individuals.
- Provide technical assistance to mini-grant recipients, as needed.
- Track efforts of mini-grant recipients utilizing the MNA dashboard and evaluation plan.
- Encourage mini-grant recipients and other nonprofits in the area to participate in the quarterly trainings provided by MNA.
- Partner with local officials in the relevant cities and counties to coordinate and avoid duplication of efforts.

TIME PERIOD

This agreement is from April 30, 2018 to December 31, 2020.

TERMINATION

MNA or Community Foundation X may terminate this agreement, with cause, within 30 days of submitting a notice of termination in writing to the other party.

Signatures of Authorized Representatives

Michigan Nonprofit Association Representative

[Type name, title]

Date

Community Foundation X

[Type name, title]

Date

Roles and Responsibilities of Census Hub:

- Form an advisory group comprised of representatives from the targeted areas to advise on the hub plans for outreach, training, communications and mini-grant distribution.
- Develop plans for the hub that is based on the data provided by MNA to reach the hardest-to-count neighborhoods.
- With input from the advisory group and MNA, identify nonprofits that serve those in the targeted hardest-to-count neighborhoods. Conduct outreach to these organizations and award mini-grants when appropriate.
- Participate in MNA peer learning community and share relevant materials and information from peer learning calls with mini-grant recipients.
- Tailor and share tools provided by MNA with mini-grant recipients and other relevant organizations/individuals.
- Provide technical assistance to mini-grant recipients, as needed.
- Track efforts of mini-grant recipients utilizing the MNA dashboard and evaluation plan.
- Encourage mini-grant recipients and other nonprofits in the area to participate in the quarterly trainings provided by MNA.
- Partner with local officials in the relevant cities and counties to coordinate and avoid duplication of efforts.

Timeline for Census Hub Activities:

2018

September

- Begin Campaign peer learning calls for census hub administrators.

October

- Hub MOUs signed.
- Data provided to hubs to identify targeted census tracts and nonprofits for mini-grant distribution.

November

- In-person census hub administrators convening.

November/December

- Reach out to targeted neighborhoods and nonprofits to determine their interest, capacity to receive mini-grants.

2019

January/February

- Hold first advisory committee meeting. Purpose of the meeting is to review the hard-to-count neighborhoods, decide targeted areas and discuss potential mini-grant recipients. Discuss timeline and work plan for efforts in 2019 and 2020.

January – December

- Meet with local officials and local census offices on an ongoing basis and help to coordinate with activities of mini-grant recipients.

- Participate in monthly peer learning calls.
- Conduct local media outreach.
- Share MNA training opportunities with local nonprofits and mini-grant recipients.

March

- Send out RFPs for mini-grant recipients.

Early April

- Proposals due to hub.

Late April

- Reconvene advisory committee to review RFPs and discuss grant distribution.

May

- Award mini-grants. Funding should be used between May 1, 2019 - June 30, 2020.

April - June

- Conduct bi-monthly calls to check in with grantees and completion of dashboards

June

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

September

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

September - December

- Enhance media outreach in coordination with local census officials and MNA.

2020

January - December

- Meet with local officials and local census offices on an ongoing basis and help to coordinate with activities of mini-grant recipients.
- Participate in monthly peer learning calls.

January - June

- Share quarterly trainings with mini-grant recipients.
- Conduct monthly check-in with grantees and complete dashboards.
- Conduct media outreach in partnership with advisory committee.

January

- Reconvene advisory committee to discuss communications, work of mini-grant recipients, discuss coordination of local planned efforts with government, etc.

March

- Reconvene advisory committee to discuss efforts to date and plans for census day and in terms of coordinating with government for counting of non-respondent households.

June

- Reconvene advisory committee to provide feedback and lessons learned for evaluation of the campaign, discuss opportunities for utilizing the model in the future with other advocacy/civic engagement efforts.

July

- Prepare reports

August

- Submit reports to MNA

DRAFT

Job title	<i>Regional Census Hub Coordinator</i>
Reports to	

Job purpose

As part of the Michigan Nonprofits Count Campaign, this contracted position is responsible for planning, implementing and tracking activities associated with the regional census hub to include providing: general oversight for hub activities; grantmaking strategy for the area; partnership with local and regional governmental and nonprofit entities; reporting of regional efforts for local and state campaign officials; and technical assistance to local/regional organizations regarding census 2020 get-out-the-count efforts.

Duties and responsibilities

1. Report to lead census hub partner and hub leadership.
2. Work as a team member with lead census hub partner staff to meet hub goals.
3. Continually broaden expertise in the area of census 2020 and serve as a resource person for local nonprofits.
4. Develop and implement a grantmaking strategy for local mini-grant distribution.
5. Build/enhance relationships with local nonprofits to further the effort, particularly in designated hard-to-count areas.
6. Recruit and staff a census hub advisory committee, comprised of local nonprofits representing populations/areas that are hardest to count.
7. Partner with local governmental officials to coordinate and avoid duplication of efforts.
8. Implement data collection methods, tools and evaluation measures for hub activities and mini-grants activities.
9. Document findings and progress of activities in written reports to census hub leadership.
10. Manage and oversee expenditures of hub budget.
11. Represent the regional hub at statewide Michigan Nonprofits Count Campaign meetings/calls.
12. Market statewide educational and training opportunities with local nonprofits.
13. Serve as a spokesperson with local media.

Qualifications

Qualifications include:

- Extensive knowledge of the nonprofit sector in the region.
- Excellent communication and organization skills.
- Experience managing coalitions.
- Results driven.
- Ability to work independently and as a team.
- Public relations or marketing skills.

Working conditions

Insert any special working conditions.

Census Hub Advisory Committee

Roles and Responsibilities

Background

In 2020 we are at risk of a significant undercount in the decennial census that will have a grave impact on the political representation and federal funding of local communities. 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 governments' communication and outreach efforts to ensure a complete count.

The census hubs, strategically located across the state, are a critical element of the campaign. The census hubs support fieldwork at the grassroots level. Among their many functions, census hubs develop regional service area-specific plans to reach the hard-to-count populations and help administer mini grants.

Purpose

The Regional Census Hub Advisory Committee provides guidance to the regional hub on their census 2020 efforts including, but not limited to, grantmaking, advocacy, media and community outreach.

Responsibilities

- Provide input on distribution of mini-grants to local nonprofits for get-out-the-count efforts.
- Review and provide local/culturally sensitive changes to standard messaging about the census for your community.
- Serve as spokespeople and champions encouraging those in your community to complete the census.
- Advocate with local officials to encourage a fair and accurate census count.
- Conduct outreach to nonprofits to encourage their participation in the campaign.

Composition

The committee is composed of 16-24 organizations that represent communities traditionally hard-to-count. These nonprofits may include, but not be limited to, advocacy organizations for young children, churches, groups that represent racial or ethnic minorities, human service organizations that serve the poor and transient.

Meetings & Staff Support

The committee meets quarterly, and as needed in 2019 and 2020. Staff support for the committee is provided by the census hub administrator.

Hard-to-Count Census Tracts

Selecting areas for mini-grant distribution

Resources:

1. Counties and low response scores by tract and GEOID. This spreadsheet provides the low-response scores (as provided by the Census Bureau) for the census tracts in each of the counties. Reminder that the higher the score means that that tract will be harder to count.
2. Response Outreach Area Map (ROAM) - Visit this website <https://www.census.gov/roam>. This map visualizes and highlights key information for each census tract based on the planning database above. Keep clicking to zoom in and you'll have a better picture of the geographic boundaries of the tract.
3. ROAM Instructions – The PDF suggests how to best utilize the ROAM website for viewing census tracts of interest.

*All of the resources above are available on the campaign website's hub section at <https://becountedmi2020.com/hub-resources/>

Suggested process for targeting census tracts for mini-grant distribution:

1. Using the spreadsheet titled "Counties and Low Response Scores" and click on the drop-down arrow in Column D. Unselect "Select All" and then go through and select each of the counties you are interested in. This should filter the table to show you just the low response scores for tracts in those specific counties. Again, the higher the score means that tract is going to be harder to count (and the table should be pre-sorted to show the scores from highest to lowest).
2. You might want to internally decide whether you want to consider the tracts that are above a certain score or the top 5 or 10 tracts depending on the number of tracts in your targeted community for your hub.
3. Use the ROAM map and instructions <https://www.census.gov/roam> to view the demographic information for the targeted tracts.
4. Provide this information to your advisory committee or decide tracts will be targeted for the mini-grants and to discuss which nonprofits serve those tracts.

Draft Grantmaking Process for Census Hubs

Pre-Award Phase:

1. Based on fundraising, MNA and census hub determine the total amount for mini-grant allocation for each region/hub.
2. Census hubs select targeted census tracts and determine range for mini-grants.
3. Encourage nonprofits located in those census tracts to apply for mini-grants.
4. Finalize Request for proposal (RFP).
5. Finalize funding application that includes key data criteria provided by MNA.
6. Announce funding opportunity with networks.
7. Initial screening to ensure application is complete.
8. Programmatic review and assessment of the substance of the applications.
9. Financial review of proposed budgets.

Award Phase:

1. Census hub advisory committees review applications and make recommendations to the hub re groups and amounts.
2. MNA reviews the advisory committee recommendations and provides guidance to the hub on awards.
3. Staff of census hubs select the mini-grant recipients.
4. Census hubs notify and announce the mini-grant recipients.
5. Mini-grant recipients sign grant agreement letters provided by MNA (unless the census hub is providing its own mini-grant funding).
6. MNA disburses the funds to mini-grant recipients (unless the census hub is providing its own mini-grant funding).

Post Award Phase:

1. Each census hub monitors the process of its grantees and updates the MNA evaluation dashboard monthly to track activities and outputs of the mini-grant recipients.
2. Census hubs will provide the dashboards to MNA for staff review quarterly.
3. Each mini-grant recipient will be responsible for completing a final narrative and budget report that will be shared directly with MNA and used by the census hub in completing any final reporting for the campaign.

BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
JACKSON COUNTY

Based on a statistical analysis of the 2010 census response rate,
we anticipate



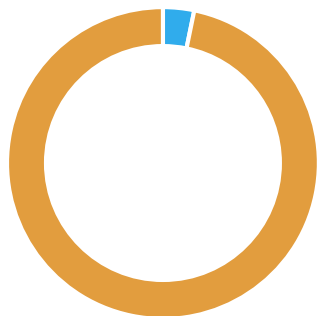
A decline in response rate to 2020
census, putting \$43M at risk in funding



11,241

Households that will
require follow-up

In Jackson County, we anticipate the following challenges



**3% OF RESIDENTS
LIVE IN HARD TO COUNT
NEIGHBORHOODS**



**20.7% HOMES
WITHOUT
BROADBAND**



**9.1%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

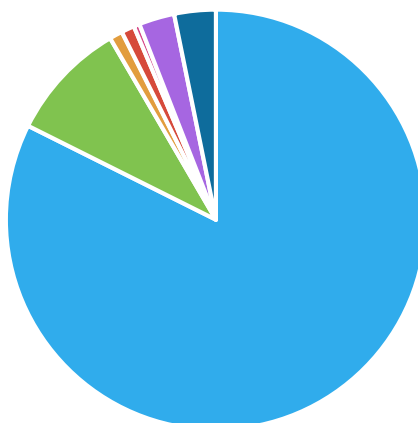
So, who's in Jackson County?



**11.8% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**17.2% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



- White
- Black
- American Indian
- Asian
- Some other race
- Two or more
- Hispanic