

The Role of Philanthropy in the 2020 Census

A MENU OF OPTIONS



4 key modes of engagement

1. Stay informed
2. Educate your organization
3. Fund Census work
4. Connect with others; be part of something bigger in policy and funding



Stay informed



Support policy and mobilization

Policy:

- Census Funding
- Census Operations

Mobilization: Working to achieve a complete count





Approaches to funding

LET US COUNT THE WAYS

Invest...

- ▶ Support leadership organizations addressing policy and operations at the national level and those working in your states
- ▶ Request proposals for outreach efforts, especially those that target hard to count populations in your arena of influence
- ▶ Give existing grantees with organizing capacity “add on” grants and training to do census mobilization

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- ▶ Support nonprofits that foster cross sector collaborations to ensure broad community engagement in census education and response rates
 - ▶ Use foundation funds to leverage state and local investments and business support for census activities
 - ▶ Fund documentation and evaluation of census work 2017-2021

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- ▶ Support communication and strategy development to strengthen census outreach in your area
 - ▶ Support strong infrastructure organizations that can organize grassroots efforts and regrant funds for work in communities

...and take action

- ▶ Convene grantees and others to educate them and inspire their work on census mobilization
- ▶ Encourage community representatives and elected officials to participate vigorously in complete count committees
- ▶ Provide SWAG for census outreach campaigns
- ▶ Be the coordinator of census mobilization efforts, the hub of activity
- ▶ Be a partner in Complete Count committees