

FUNDERS CENSUS INITIATIVE 2020

All around the country, philanthropy is mobilizing to ensure a fair and accurate 2020 Census. Although philanthropy cannot and should not supplant the government's responsibility to conduct a good census, funder engagement in support of the constitutionally required enumeration is more important than ever.

As your foundation considers how it should get involved, the [Funders Census Initiative](#) (FCI), a working group of FCCCP, has created this companion document to our [Key 2020 Census Milestones](#) resource to help guide your participation through 2020. These milestones were designed to help funders identify the timing and scope of activities in relationship to census preparations and operations over the next two years. Specific timing of milestones may vary depending on your state's census engagement progress.

2018 -
Ongoing

- Put census funding in your budgets for 2018 through 2020
- Coordinate with regional associations (grantmakers) through United Philanthropy Forum
- Advocate for state funding to support outreach and promotion activities (supplementing Census Bureau activities)
- Outreach to businesses to discuss the importance of the census and encourage their support of census efforts
- Coordinate census efforts to ensure aligned strategies, outreach, messaging and assistance, including helping Census Bureau update addresses.

Through
June
2018

PARTICIPATE

- Get your organization's commitment to the census
- Monitor implementation of Local Update of Census Addresses (LUCA) program
- Identify [Hard-to-Count areas](#) to inform grantmaking, using the Census 2020 Hard-to-Count map
- Determine who has power in your state to ensure a more accurate census politically (policy issues) and apolitically (GOTC campaigns)
- Connect with government representatives who have an interest in a fair and accurate census like the state demographer (if your state has one)
- Evaluate best practices on additional support [HTC communities](#) need - ie. legal support, ready to respond - How do we have their back? Further discussion on what we need to ensure confidentiality and "safe" census participation
- Conduct state or regional asset mapping - scan for non-traditional partners including grantmakers and community leaders
- Outreach to state and local officials to determine whether they have begun preparations for the census
- Establish Relationship with Regional Census Office Director (permanent) and Regional Census Center Director (temporary for 2020 Census in April 2018) for your state
- Identify pool of speakers for briefings and conferences

Through
June
2018

CONVENE

- Plan and execute foundation event with guest speakers (e.g. census experts and foundation from another state), with “ask” and “menu” for next steps. Include Regional Census Directors, if possible, after initial events to educate funders about basic issues and challenges
- Plan and execute event for grantees to discuss approaches to mobilization and collaboration among field partners who can both recruit and help train potential census workers and support Get-Out-The-Count (GOTC) efforts in their communities
- Educate stakeholders on final census questions and implications for different populations
- Identify and convene interested funders and stakeholder organizations with capacity and interest in working to develop a plan for a complete census count in the state or locality.
- Create a regional, state, or local funder table to ensure funders are organized and strategically aligned. This might include community foundations, private and family foundations, corporate funders, workplace giving programs like the United Way, and individual donors.

INVEST

- Make grantmaking recommendations to foundation boards. For a list of grantmaking opportunities please see FCI’s [Menu of Options](#).
- Invest in community groups with planning

PARTICIPATE

- Meet with local and state government officials re: establishing Complete Count Committees and ensuring a role for philanthropy on your state/local committees
- Create a pool of consultants/experts for state/community-based census funders
- Identify social media influencers and develop effective messaging in partnership with national funders, advocacy groups, and the Census Bureau

CONVENE

- Offer substantive briefings to prospective grantees; evaluate grantee proposals

INVEST

- Issue RFPs and prepare to award grants by the end of the year. For a list of grantmaking opportunities please see FCI’s [Menu of Options](#).
- Create a pooled fund to maximize coordinated strategies, considering creating or contributing to a state or local pooled fund. If interested in supporting national work and efforts around federal funding and public policies that impact the fairness and accuracy of the census, support the 2020 Census Project, a pooled fund at New Venture Fund

2019 -
Ongoing

- Put census funding in your budgets for 2018 through 2020
- Advocate for state funding to support outreach and promotion activities (supplementing Census Bureau activities)
- Outreach to businesses to discuss the importance of the census and encourage their support of census efforts
- Coordinate census efforts to ensure aligned strategies, outreach, messaging and assistance

Jan - Jun
2019

PARTICIPATE

- After mid-term elections, build relationships with newly electeds on census
- Develop (with guidance and buy-in from Census Bureau officials) protocols for funder supported "census assistance centers"

CONVENE

- Schedule regular meetings with grantees on census activities through July 2020, to review progress of census preparations and implementation and share best practices on addressing challenges that arise in the field. Launch census public relations events at national, state, local level with funders and grantees

INVEST

- Complete grant awards for census outreach and promotion, as early in the year as possible
- Discuss possible rapid response fund to address unexpected policy and operational challenges during final preparations and the census itself, including the self-response phase and Non-response Follow-up (NRFU)

Jul-Dec
2019

PARTICIPATE

- Design and share effective approaches to support outreach and promotion during NRFU (door-to-door visits) operation (May - July 2020)

CONVENE

- Continue meetings with grantees on census activities through July 2020, to review progress of census preparations and implementation and share best practices on addressing challenges that arise in the field. Launch census public relations events at national, state, local level with funders and grantees

INVEST - Happening Now!

2020 -
Ongoing

- Put census funding in your budgets for 2018 through 2020

PARTICIPATE

- Use mapping technology to track self-response and NRFU completion in your states/localities
- Shift attention to media, operations, map updating, and trouble-shooting

CONVENE

- Continue regular meetings with grantees on census activities through July 2020, to review progress of census preparations and implementation and share best practices on addressing challenges that arise in the field. Launch census public relations events at national, state, local level with funders and grantees

INVEST

- Finish grantmaking; closely monitor 2020 Census implementation in real-time to identify communities that might require additional assistance to ensure an accurate count
- Remain flexible for funding to meet needs that arise unexpectedly (e.g. due to low self-response rates or technology fails)

Jan - Jun
2020



Jul - Dec
2020

PARTICIPATE

- Evaluate and document census GOTC campaigns; include lessons learned, best practices, and recommendations for 2030

CONVENE

- Create permanent infrastructure for census/ACS advocacy
- Through lessons learned, create advocacy plan for 2030 with nonprofit partners
- Convene partners to discuss policy agenda to help shape census redesign for 2030

INVEST - Thank you for investing in a fair and accurate census!

FCI WORKING GROUP

The Funders Census Initiative 2020 is committed to stimulating interest in the census among funders and their grantees through outreach, education, resource development, and technical assistance. FCI provides a framework and serves as a clearinghouse for philanthropic support of the census, this decade and beyond. By supporting grantmaker engagement on the census, FCI works to achieve a democracy where everybody counts because everyone is counted.

FCI supports grantmakers by

- Providing forums for funders to learn, strategize and plan together, including webinars, briefings, convening sessions, and in-person meetings
- Distributing census timelines, updates, fact sheets, analyses, and resources to inform your work
- Monitoring Census Bureau progress and tracking policy issues that could affect a fair and accurate count

Please visit the [FCCP website to join the FCI Working Group](#) and access census resources. FCCP membership is not required to join the working group.

- [Census 2020 Menu of Options for Funders](#)
- [Census Policy Update: What's in Store for 2018?](#)
- FCI core census funder listserv to connect with more than 100 national, state, and local funders

And much more!

For more information, please contact [Keely Monroe](#), Democracy Program Manager at FCCP.

Created March 20, 2018

LEARN MORE + GET INVOLVED
FundersCommittee.Org