

Sample Census Conference Proposal and Agenda

Please note, as with all resources included in this toolkit, this is a *sample* and should be tailored to the needs of your organization and/or community. Additionally, as policy developments and census operations unfold, samples and templates may need to be adjusted to address these changes and progress.

Title: The 2020 Census: Why Philanthropy Counts

Join an action-orientated conversation about why the census matters and the role that philanthropy can play in ensuring a fair and accurate count. Data from the census drive key decisions made by government, business, nonprofits and philanthropy. Decade after decade, the same groups are undercounted on the Census – low-income people, people of color, people experiencing housing instability, immigrants, and other oppressed communities – meaning that federal funding and political power become more entrenched in the most privileged communities. The lack of sufficient funding, a growing climate of fear in immigrant communities, and congressional attacks on federal data collection could undermine the next census, especially in historically undercounted communities.

Grantmakers will leave this session with (1) a clear understanding of why they should care about a fair and accurate census, (2) a summary of key upcoming census milestones and a timeline for 2020 Census advocacy and outreach, (3) a set of options, from the simple to complex, to inform funders of the multiple ways that they can participate, convene, and invest in the census, (3) an overview of the coordinated strategies and practical structures and tools available at the national, state, and regional levels for funders to immediately plug in to

Our main objectives are:

- Educate funders about why the 2020 Census should be a priority for them, regardless of their issue-focus area
- Provide funders with a case for why they should incorporate Census as part of their grantmaking and their work. Funders will leave with an understanding of how the census intersects with a diversity of democracy, social justice, and community issues.
- Roles Philanthropy can play to help ensure historically missed disproportionate numbers of people of color, immigrants, young children and low-income and rural households are counted in their communities
- Provide a sequence of options, from the simple to complex, to inform funders of the multiple ways that they can promote, influence, and invest in the Census.
- Provide clear, useful resources to grantmakers on how to integrate the 2020 Census into their programming.
- Generate actionable next steps for funders who want to engage on this issue

SAMPLE AGENDA

3:00 - 3:10 Welcome, Icebreaker, and Framing

- Make icebreaker related to the census - could be a question about any experience about the census, why do you care, etc/

3:10 - 3:20 Why Should Funders Care About the Census?

3:20 - 3:30 What Can Funders Do?

3:30 - 3:40 Q&A

3:40 - 3:55 Breakout Session

- In groups of 2-4 please answer the following questions:
 - Share 1-2 new insights that you gained from the presentations today.
 - Is there current alignment between the census and your foundation's / institutional priorities? If no, what opportunities do you foresee for engagement with census work?
 - What outstanding questions do you have? What do you want to learn more about?
 - What action will you take after leaving here today to engage on the census?

3:55 - 4:00 Close out