

2020 COE Mobile Outreach Results

CDOG & New Venture Fund | March 8, 2021

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Census Outreach Expansion

Project Breakdown

- I. **Project Overview**
- II. **Stakeholders, Audience & Capacity**
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Project Overview

Environment: The 2020 U.S. Census still happened despite the current pandemic environment we operate in, which restricted our ability and the U.S. Census Bureau's ability to do outreach in person.

Goals:

- **“Scale Up”:** Reach hard-to-count populations at a broader scale than possible otherwise.
- **“Skill Up” Digital Capacity:** Organizations develop skills and partnerships that strengthen civic engagement work post-2020 Census.
- **Impact:** Increased participation, particularly among HTC populations to ensure a fair and accurate census.
- **Funder/Grantee Collaboration:** Funders and grantees collaborate around a shared plan of action. Focus would be on states without additional support and large HTC populations.

Project Overview

Solution: By centralizing peer-to-peer texting outreach infrastructure, strategy and data management we were able to avoid duplicitous and inefficient spending by coalition groups and contribute towards robust civic engagement capacity in the long term.

- Cost
- Collaboration
- Efficiency
- Impact at Scale

Timeline: July - September 2020

Audience: 9,401,115 Hard-to-Count Individuals in 17 States

Outreach: 23,231,733 initial text messages sent

Stakeholders

- **1 Funder Coalition**
 - Census Equity Fund
- **2 Organizational Coalitions**
 - CDOG
 - Census Counts
 - SCAN
- **3 National Leads**
 - Leadership Conference on Civil and Human Rights
 - State Voices
 - NALEO
- **21 State Leads**
 - 14 Primary Representing 11 States
 - 7 Secondary Representing 6 States
- **100+ Participating Organizations**

Audience

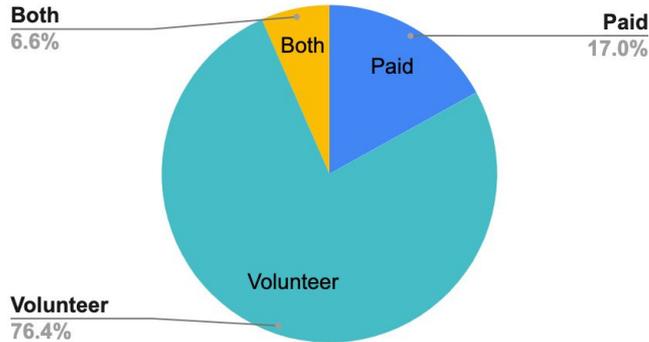
Our audience outreach was broken down into two phases.

- **Hard-to-Count Census Tracts:** We utilized a combination of Melissa Census Data and the “Hard to Count Score” developed by State Voices and TMC to prioritize certain census tracts, as well as newly reported response rates from the U.S. Census Bureau.
- **Geography:** For Phase 1, we prioritized census tracts in 11 states and/or cities with a “Hard to Count Score” of 70 or higher and/or 2020 Census response rate below 50%. For Phase 2, we prioritized census tracts in 6 states and/or cities who had response rates below 50%.
- **Demographics:** Then once we pulled audiences from those tracts, we limited it only to specific demographics, namely Asian/Pacific Islander, Black, Latinx, Native American or Unknown within those census tracts.

State	ORIGINAL Send Universe Size
Alabama	506,523
Arizona	643,304
Florida	1,714,395
Georgia	1,383,230
Louisiana	525,902
Michigan (c)	258,642
Mississippi	220,975
New York	1,119,245
North Carolina	1,117,447
Ohio (c)	127,576
Texas	606,182
Spanish (ESP)	27,283
TOTAL COE	8,250,704
Illinois (C)	583,919
Oklahoma	20,147
South Carolina	271,462
New Jersey	129,561
New Mexico	135,549
Nevada	9,773
TOTAL EXPAN	1,150,411
TOTAL	9,401,115

Capacity

Were you a paid or volunteer texter?



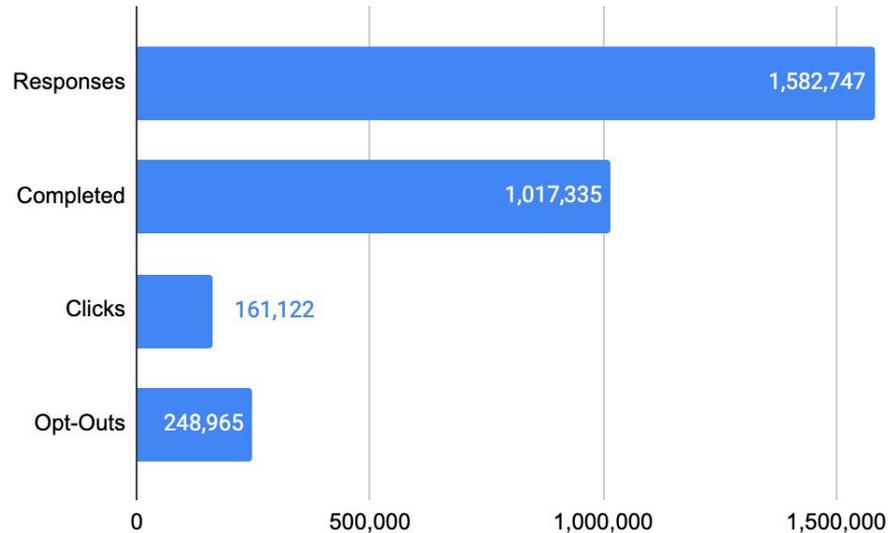
- **1,450+ texters** were recruited from state, national and corporate partner organizations.
 - 76% were volunteers,
 - 17% were paid and
 - 6.6% did a combination of both
- A minimum of **8,690 texting hours** were pledged by 1,075 texters who filled out the COE Texter Participation Form. (ie. 9,341,750 messages)
- **32% of texts** were sent by 1,459 COE recruited texters for a total of 8,975,595 messages.
- **68% of texts** were sent by 4,476 Resistance Labs texters for a total of 19,114,526 messages.
- **70.7%** of our COE texters, both paid and unpaid had never sent peer-to-peer texts before.
- **70.5%** said they would definitely participate in a peer-to-peer texting campaign again.

Topline Results

- **9,401,115** HTC Contacts
 - **22,208** Spanish Speaking
- **23,231,733** text messages sent in 3 message waves.
- **7.51%** Engagement Rate
 - 1,582,747 Responses
 - 161,122 Clicks
- **10.82%** “DONE” Rate
 - 1,037,335 Self-Reported Census Completions
- **1.07%** Opt-Out Rate
 - 248,965 Opt-Outs

COE Mobile Engagement Toplines

2020 Census Outreach Expansion Project

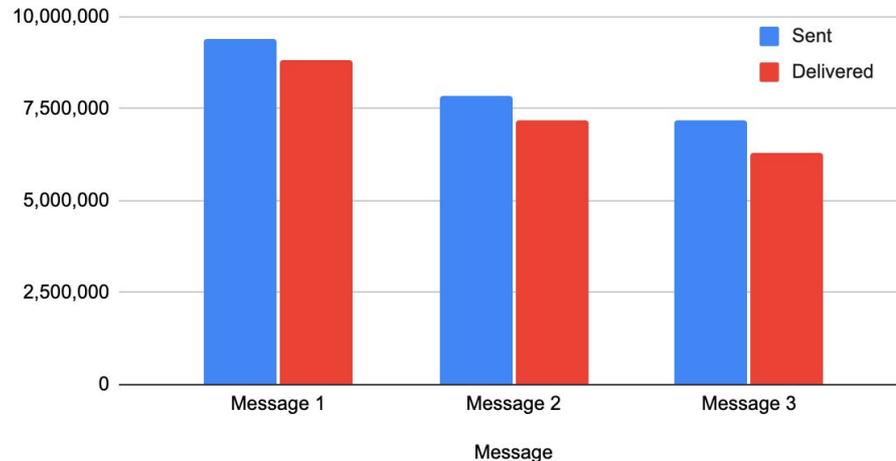


Toplines: Deliverability

The COE Campaign as a whole had a 91.08% Deliverability Rate.

COE Mobile Message Deliverability

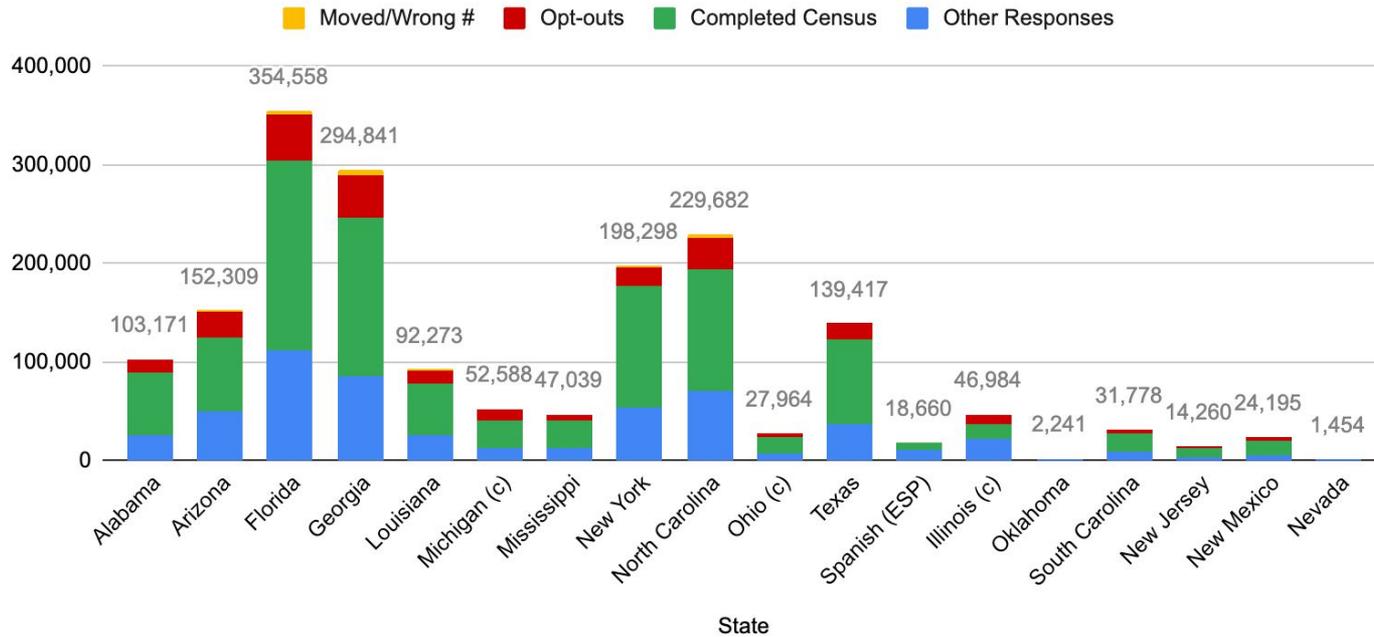
2020 Census Outreach Expansion Project



- 15% of the numbers purchased were lost after we removed duplicates and invalid numbers (10.9mil to 9.4 mil).
- The deliverability for each message was 94.3% (M1), 92% (M2), 87.61% (M3)
- The states which had the worst deliverability over the course of the entire campaign were Mississippi (90%), Louisiana (84%), Texas (90%) and all of the Phase 2 expansion states.

Toplines: State-by-State

COE State by State Toplines



Message-by-Message Breakdown

Message 1

July 11 - August 3, 2020

Hi this is [SENDER NAME] from [ORG NAME]. During this COVID crisis, the census is crucial for our community. Have you filled it out? Para Español envíe ESP

Did you complete the 2020 Census yet?

Message 2

August 17 - September 7, 2020

[SENDER ORG]: Census Bureau workers are starting home visits. Respond now before the knock. How will you respond? 1=Online, 2=Mail, 3=Phone, or 4=Already Did

How will you complete the Census?

Message 3

September 7 - 30, 2020

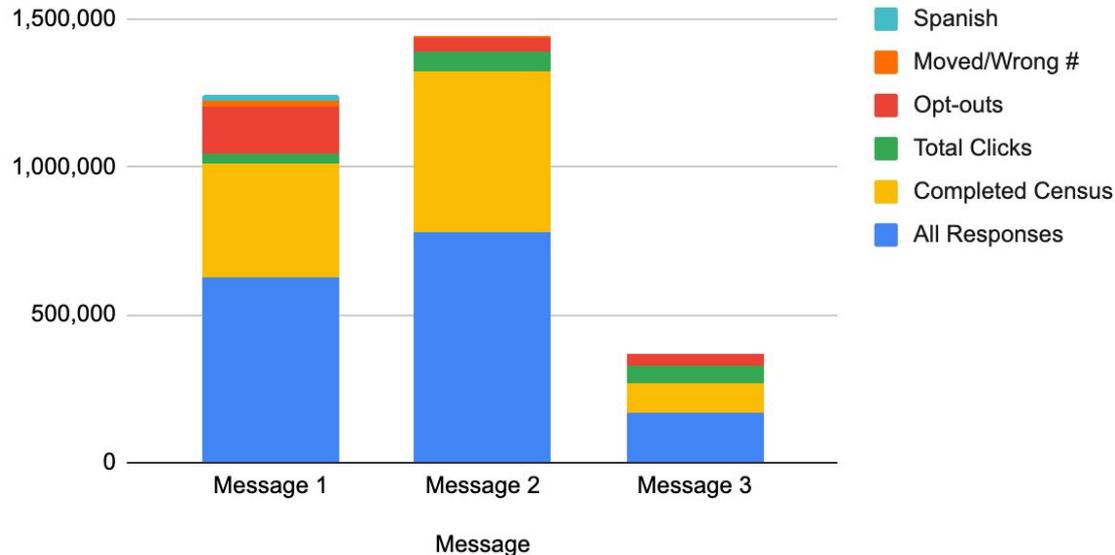
Have you filled out the 2020 Census? You have until 9/30 to respond! Take 10 mins to get counted:
<https://my2020census.gov/>
-[SENDER ORG]

Last Chance!

Message-by-Message Results

COE Mobile Engagement and Opt-Outs

2020 Census Outreach Expansion Project



Message 1

- 94% Deliverability Rate
 - 8,840,149 Delivered
- 7.48% Engagement Rate
- 4.31% Completed Rate
 - 380,659 Completed
- 1.87% Opt-Out Rate

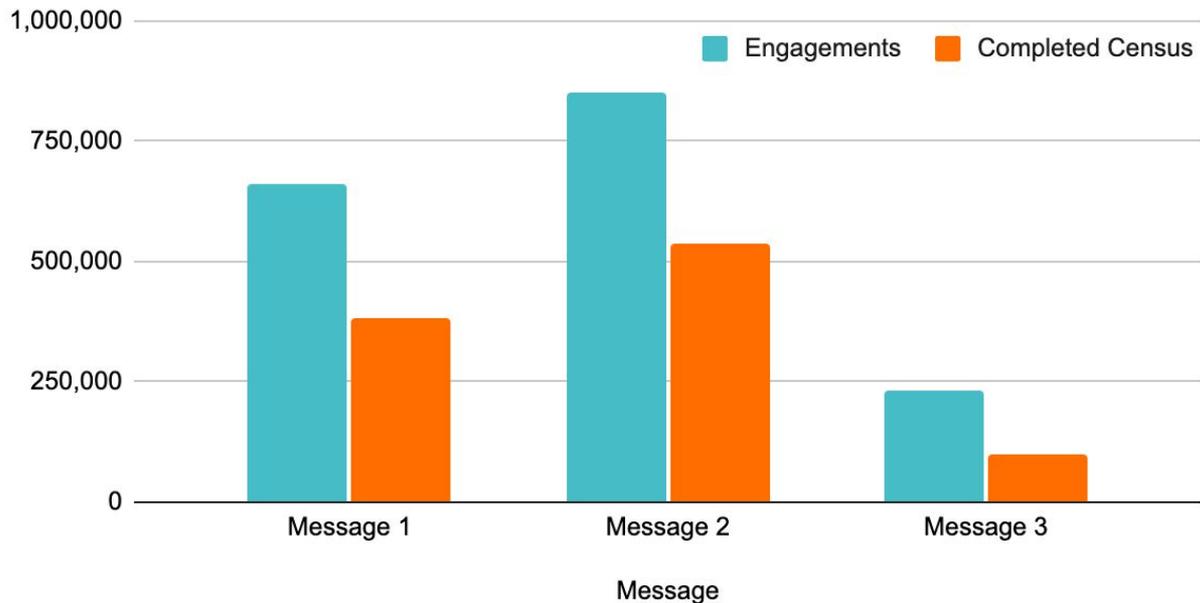
Message 2

- 92% Deliverability Rate
 - 7,192,277 Delivered
- 11.86% Engagement Rate
- 10.87% Completed Rate
 - 539,459 Completed
- 0.60% Opt-Out Rate

Message-by-Message Results

Census Completion and Engagement Rates

2020 Census Outreach Expansion Project



Message 3

- 87.61% Deliverability Rate
 - 7,199,307 Delivered
- 3.19% Engagement Rate
- 1.35% Completed Rate
 - 92,217 Completed
- 0.57% Opt-Out Rate

Campaign Comparisons

Campaign	Audience	Delivered	Deliverability Rate (%)	Responses Rate %	Clicks Rate %	Engagement %	5 Done*	Done %	Opt-Outs	Message Opt-Out Rate (%)	Campaign Opt-Out Rate (%)
Link2Tek NVF (Messages 1-9)	1,089,132	7,740,158	94.98%	4.34%	2.45%	6.79%	214,718	19.71%	38,151	0.49%	3.50%
Link2Tek FL Counts (Messages 1-5)	178,376	890,342	96.40%	7.74%	5.27%	10.56%	42,570	21.29%	4,652	0.52%	2.61%
COE (Messages 1-3)	9,401,115	23,231,733	91.08%	6.81%	10.18%	7.51%	1,017,335	10.82%	248,965	1.07%	2.65%

All three campaigns had 3 nearly identical messages sent by both campaigns.

- While the overall “DONE” or self-reported completion rate was higher for Link2Tek vs. COE (Spoke), the number of self-reported completions was 4x higher for COE.
- Engagement rates for the COE Campaign was higher than the larger 9 message Link2Tek campaign.
- Deliverability was within the same 5% range across the board.

Comparisons: Cost \$

Campaign	Project Cost	Delivered	Cost Per Message (\$)	Completed	Cost Per Completion (\$)
Link2Tek NVF (Messages 1-9)	\$825,000	7,740,158	\$0.11	214,718	\$3.84
Link2Tek FL Counts (Messages 1-5)	\$123,000	890,342	\$0.14	42,570	\$2.89
COE (Messages 1-3)	\$1,185,571	23,231,733	\$0.05	1,017,335	\$1.17

- While the COE Project cost \$360,571 more than NVF's Link2Tek Campaign the number of targets reached was ten times more and number of self-reported completions was four to five times higher.
- Cost per message was more than double (\$0.11 vs. \$0.05)
- Cost per self-reported completion was similarly three times higher on the Link2Tek projects (\$3/\$4 vs. \$1)

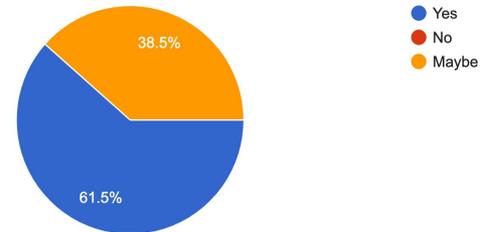
Feedback: State Leads

- **69%** of participating organizations surveyed (mostly state leads) had a positive experience.
- **31.5%** had never run a statewide peer-to-peer texting campaign.
- **62%** of state leads said the overall project management was “good” or “very good.”
- **100%** of state leads said that “Yes” or “Maybe” they would have still participated in this kind of project if COVID19 hadn’t happened.

“While there were some hiccups, I think the project was well organized. I thoroughly enjoyed working with Census Counts, Sandi, and Resistance Labs. The responses from our staff, volunteers, and national partners were overwhelmingly positive. People had fun and felt like they were making a difference!”

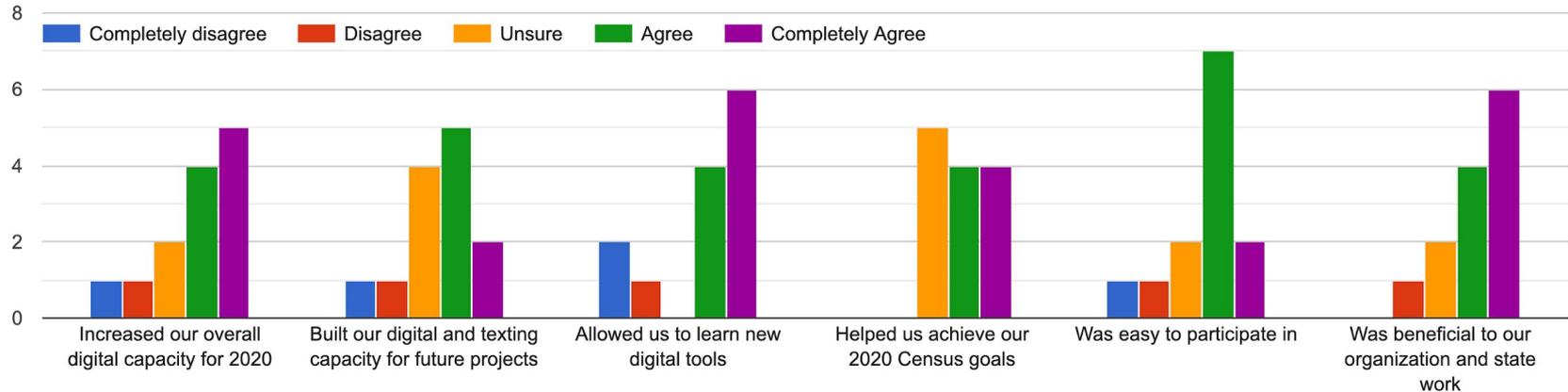
If the COVID19 pandemic had not happened this year do you believe you would have still participated in this kind of peer-to-peer texting project?

13 responses



Feedback: State Leads

Please let us know how much you agree or disagree with each of these statements. Participation in COE:



For each specific statement below 62 to 77 percent of respondents stated that they “agreed” or “completely agreed” with five of the following statements (see graph below). The only statement with less than 62 percent agreement was “Built our digital and texting capacity for future projects” which had 54 percent “agreement”, and 31 percent “unsure”.

Feedback: Texters

- **82%** of texters who responded to the Texter Feedback Survey said the training was “Very Good” or “Good.”
- **92%** of texters surveyed said that they had positive experience with the COE Project.
- **72%** of texters said “they personally provided information to people that resulted in them being able to participate in the census or the election when they might have otherwise not done so.”

“I felt very strongly about improving the accuracy of the Census count, so it felt great to be helping with that. I also liked the fact that we were raising awareness of the importance of the Census, which is important. I had some very nice exchanges with people I texted, and I think I did succeed in convincing some reluctant people to participate.”

-Volunteer COE Texter

Conclusions & Lessons Learned

- **Census Deadline Changes**
- **Tight Timeline**
 - Built the tracks while the train was moving.
- **Capacity Concerns**
- **Spanish Language Texting**
- **Technology Issues**
- **Texter Metrics**
- **Less is more.**
- **Earlier is better.**
- **Engage.**
- **Less Top-Down**