



## Local Complete Count Committee Organizing Training #NJ Census 2020



# INTRODUCTIONS



# GROUND RULES



# GOALS FOR TODAY

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## Learn:

- More about the Census
- About Types of Local Complete Count Committees (LCCC)
- About what an LCCC does
- About organizing an LCCC as a team
- About the importance of volunteers for LCCCs
- About creating an Action Plan for an LCCC



## BUILDING A GRASSROOTS MOVEMENT OF ORGANIZED TRUSTED MESSENGERS



The major purpose of organizing a Local Complete Count Committee (LCCC) is to build a grassroots movement of organized trusted voices to help ensure a complete count in New Jersey for the 2020 Census.

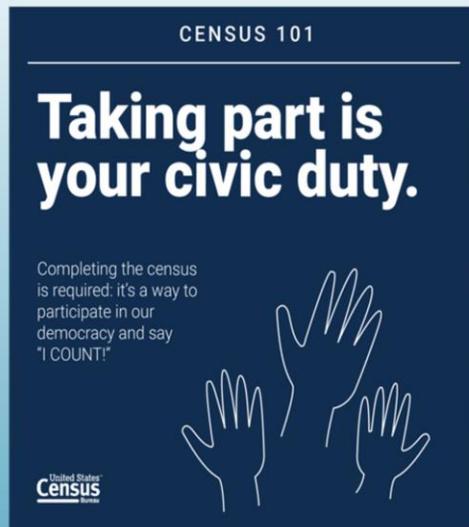
# ABOUT THE CENSUS



## KEY CENSUS MESSAGE

### THE CENSUS IS:

- SAFE
- EASY
- IMPORTANT



- The central message about the of the Census 2020 effort is that the Census is safe, easy and important.
  - We'll explore that during this presentation.
- But beyond this core message, filling out the census form is our civic duty.
  - It has important consequences that directly affect the well being of our communities and the health of our democracy.

# New Jersey Counts 2020



[www.census2020nj.org](http://www.census2020nj.org)



Welcome!

ACNJ is coordinating the statewide, non-profit Census outreach effort of the Census 2020 NJ Coalition.

Today's presentation will give you some background on the Census and give you ideas of how to ensure a complete count.

## Topics for Today:

- Census 101
- Census Operations
- Challenges to a Complete Count in NJ
- Tips for Community Leaders
- How to Get Involved

[www.census2020nj.org](http://www.census2020nj.org)



Here is the rough layout for today's presentation.

First we will give you some background on the Census--what it is and why it is important

Then we will discuss some of the more technical aspects of Census operations--when they will start, what the form will look like, etc.

Then we will start to talk about some of the difficulties in obtaining a complete count--for the population at large.

## Census 101



[www.census2020nj.org](http://www.census2020nj.org)

**What is the  
Census? Why is it  
important?**

Let's begin with some background on the Census

## What is the Census?

- The U.S. Census is conducted nationally every ten years by the U.S. Census Bureau to count EVERY living person in the United States
  - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted

[www.census2020nj.org](http://www.census2020nj.org)



Many of you have probably heard of the Census.

It is a constitutionally mandated count of every person living in the United States.

Citizens, non-citizens, individuals who were formerly incarcerated, children...everyone.

The count is conducted by the US Census Bureau.

## Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the **next ten years**.

- Distribution of more than **\$22.7 billion** in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads, and more.
- Helps determine New Jersey's **number of seats** in the house of representatives, its number of **votes in the electoral college**, and our **voting district boundaries**.

[www.census2020nj.org](http://www.census2020nj.org)



So, you know about the Census. But why is it important?

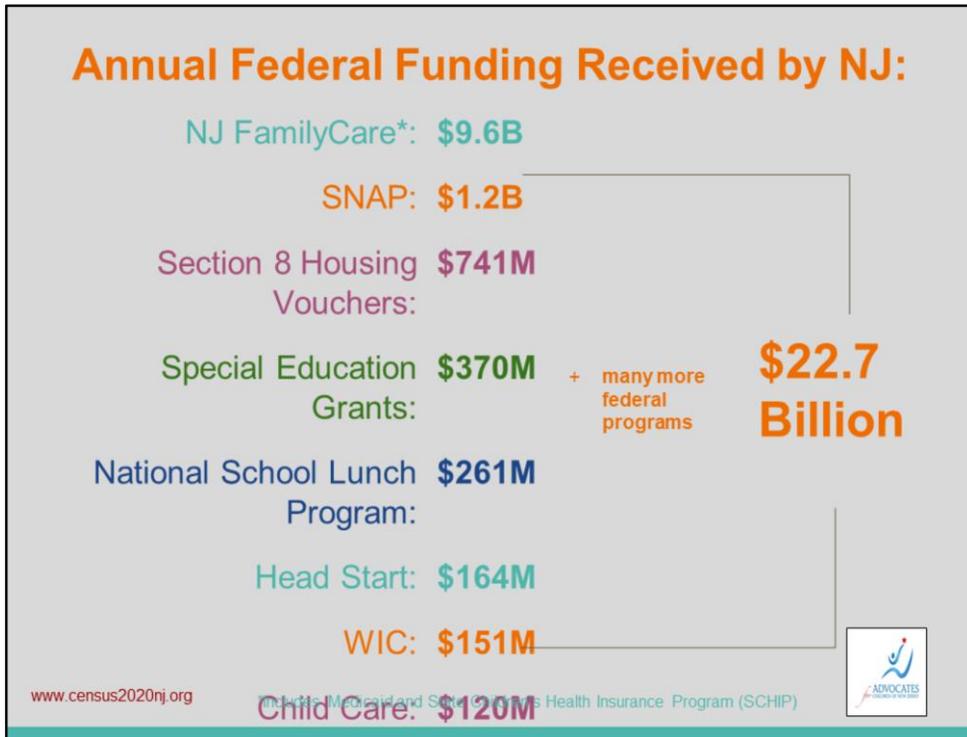
There are several different reasons. First, Census data are responsible for allocating billions of federal funds for important federal programs. More on some of those specific programs on the next slide.

Census data are also used to determine our governmental representation in Congress, the number of votes we have in the electoral college and how our voting districts are drawn. So Census data determine political power.

Not listed on this slide, but equally important:

Data are used for important planning purposes—we need to know where populations are growing so we can build more schools and highways.

And the traditional use—and how ACNJ uses Census data in our Kids Count work—these data show us important details about the communities in which we live.



As we mentioned before, NJ received 22.7 billion dollars through important federal programs in FY 2016. And here is just a snippet of some of the programs who rely on Census data to allocate funds. Medicaid, SNAP, Special Ed. Grants, Head Start, etc. These are important federal programs and they all depend on Census data.

If you'd like to see a longer list of programs—search for Andrew Reamer's Counting for Dollars 2020, a project out of George Washington University, and look for the NJ fact sheet.

## Census Operations



[www.census2020nj.org](http://www.census2020nj.org)

**When will I receive  
my form?**

**What questions will  
be asked?**

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Now you know a bit more about the Census--but I'm sure you have some technical questions. Like, what will the questionnaire look like, and when will I receive it?

## When will I receive my Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

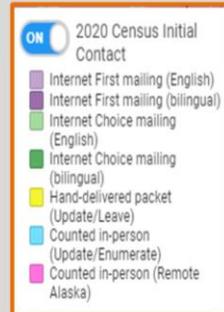
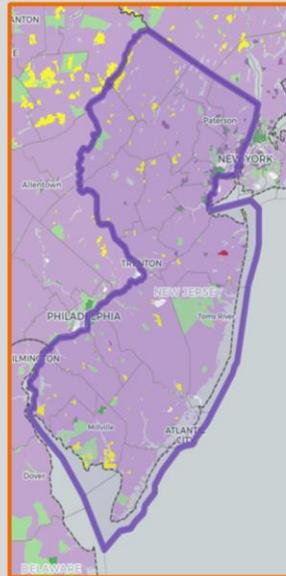
[www.census2020nj.org](http://www.census2020nj.org)

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

2020 will mark the first year that respondents can complete their questionnaires online. On the right is a breakdown of the different types of mailings that will go out in the spring. Please note, with the exception of a few areas, most households will NOT receive a paper form until they have failed to respond to several mailed reminders from the Bureau. Alternatively, respondents can also complete their questionnaire over the phone.

## 2020 Census Initial Contact

Visit  
[www.censushardtcountmeps2020.us](http://www.censushardtcountmeps2020.us)  
to view how the Census  
will reach out to  
households in March  
2020.



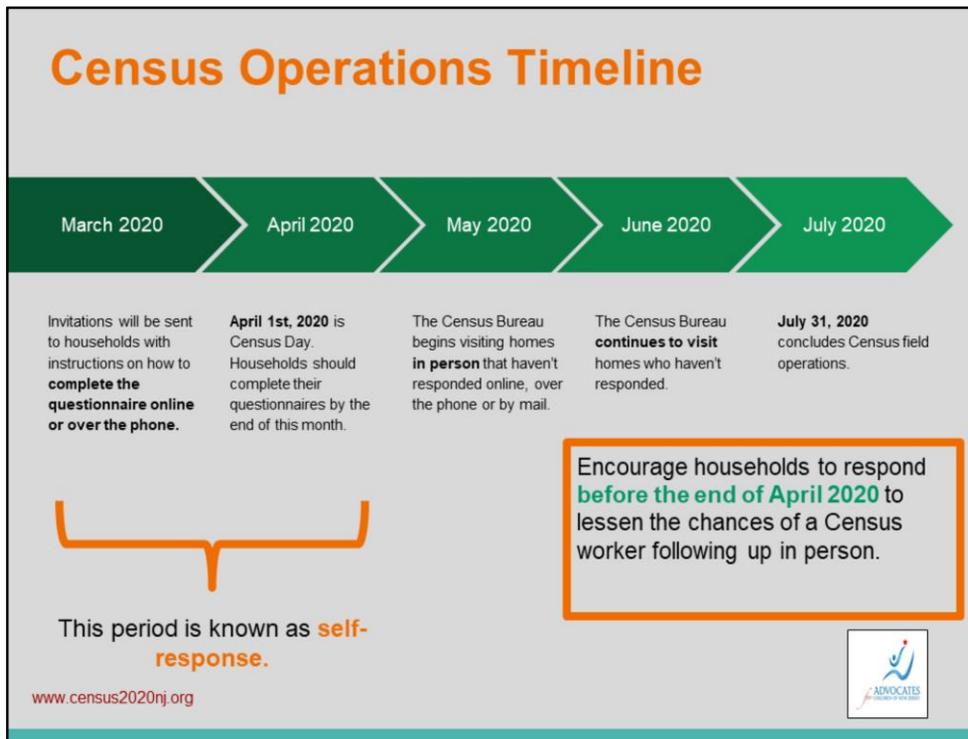
[www.census2020nj.org](http://www.census2020nj.org)



Internet First--these households will initially receive an invitation in the mail to complete their Census online or over the phone (purple)

Internet Choice--these households will first receive an invitation in the mail to complete their Census online or over the phone, as well as a paper form (green)

Update/Leave--Census workers will hand deliver a packet to these households, which will include a paper form as well as instructions on how to complete the Census online or over the phone.



Here is a rough timeline of peak Census operations. Beginning in early March, instructions will be mailed to households on how to complete the Census online or over the phone. There will be a series of subsequent reminders sent from March through April to homes that have not responded. Homes that do not respond right away will eventually receive a paper form in the mail. Some households will receive a paper form right away.

April 1, 2020 is Census day--an important reference point for the Bureau. It is recommended that families and households try to complete their questionnaires before the end of April. This is the best way to reduce the likelihood of a Census worker visiting them in person to collect their responses.

Then, beginning in May, Census workers will begin to canvas neighborhoods. This work will continue into July.

**It is important to message to residents--if they would prefer not to have a Census worker visit their home, they should complete their questionnaire online or over the phone before the end of April.** This will reduce their chances of an in person visit.

## Door to Door Census Enumerators

**Beginning in May**, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

### How can you recognize a Census worker?

- **Census workers will wear a photo ID with:**
  - a U.S. Dept. of Commerce watermark
  - an expiration date.
- If you are ever unsure, contact the Census Bureau NY Regional Office at **1-800-991-2520**.

[www.census2020nj.org](http://www.census2020nj.org)



Families should be informed that they may see Census workers canvassing their neighborhoods from May-July. They should know that Census workers will always wear a photo ID with an expiration date and a special U.S. Dept. of Commerce watermark.

If folks are concerned, contact your local regional Census office.

## What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The form will take about **10 minutes** to complete
- Will collect basic information about you and your household:

For each household member:

- Name
- Age/Date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

Other questions:

- Owner/Renter questions

[www.census2020nj.org](http://www.census2020nj.org)



The Census Bureau is framing this as something that is fast and easy to complete. The questionnaire should take about 10 minutes and it can be done on your own schedule.

The form will ask basic questions--like your name, age, gender and race--of all residents within the household.

## What WON'T the Census ask?

- U.S. Census Bureau will **NEVER** ask for your:
  - Social security number
  - Money
  - Donations
  - Bank and credit card information

### **Beware of Scams!**

If you suspect a scam, contact your local Census Regional Office. The New York Region can be reached at: **1-800-991-2520**

[www.census2020nj.org](http://www.census2020nj.org)



It is important to note--the Census Bureau will NEVER ask for personal financial information. If you receive something in the mail that appears to be from the Bureau, but it is asking for your social security number or is saying you need to mail a check, proceed with caution. This is most likely a SCAM and should be reported to the Bureau immediately.

## Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

[www.census2020nj.org](http://www.census2020nj.org)



It goes without saying that language support will be crucial for the upcoming Census. Nearly 1/3 of NJ residents speak a language other than English.

There will be online/phone support in 12 major languages—however, we all know that there are many more languages that are spoken out there. This is why coordinated local responses are important, which we will begin to discuss in the second portion of this training.

And the hard copy form will only be available in English or Spanish.

There will also be additional language assistance through the Bureau’s “language guides.” These will be available in 59 different languages.

## Challenges to a Complete Count in NJ



[www.census2020nj.org](http://www.census2020nj.org)

**What is a hard-to-count (HTC) group?**

**Where are HTC groups concentrated?**

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You may have heard that certain populations are hard-to-count--but you may not know the technical definition of HTC. We will cover that in this next portion.

## Specific Challenges for 2020 Census

- First Census to be primarily filled out **online** or **on the phone**.
- Distrust of government
- Fewer staff than 2010 for in-person follow-up/coordination.
- Concentrations of hard-to-count populations throughout NJ

[www.census2020nj.org](http://www.census2020nj.org)



While there are barriers to a complete count during every Census year, there are some specific obstacles for 2020.

As mentioned earlier, this is the first year that the Census will be able to completed online---and we know that many New Jerseyans are without internet or have limited access to internet.

There are also several other factors--an erosion of trust in the federal government along with mistrust of government surveys. There are fewer staff and resources for this census than in 2010. And, we also know that there are “hard-to-count” populations throughout our state.

## NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.
- Some populations are harder to count than others...
  - Children under 5
  - People of color (African Americans, Latinx, Asian Americans)
  - Non-English speakers
  - Immigrants
  - Renters

[www.census2020nj.org](http://www.census2020nj.org)



What is a hard to count population? We are able to identify different neighborhoods, cities, or counties as HTC based on response rates to the 2010 Census. Those areas with a low percentage of households who self responded in 2010 are considered HTC. This isn't a perfect science, as some areas have changed a great deal since 2010--but it's a useful tool in identifying areas that might be at a greater risk of an undercount.

Some populations that are considered HTC are young children, people of color, immigrants, individuals who are highly mobile and renters.

## What are the barriers to a complete count?

### Some reasons people are missed in the count are:

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form

[www.census2020nj.org](http://www.census2020nj.org)



The reasons some folks are missed in the Census count can be complicated, but some of the most common reasons include: language barriers and fear/mistrust of the government. These first two are more or less self-explanatory.

They may live in a complex household--which we will explain in further detail. Another reason may be because their address wasn't listed--think of apartment buildings with an unregistered basement apartment--that address doesn't technically exist, and may never receive a mailer.

And lastly, but most important for young children--some people are left of the form entirely by other members of their household.

## What is a Complex Household?

This is a fancy way of referring to any household that isn't solely comprised of parent(s) and related children.

### Complex Households:

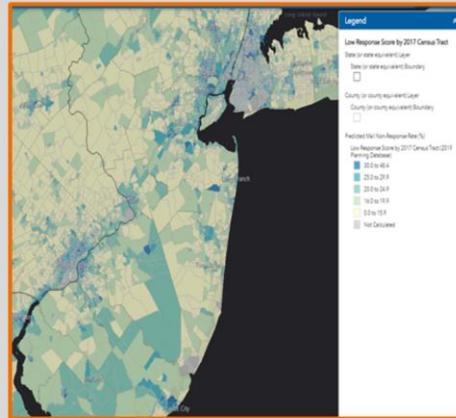
- Multi-generational households
- Households with multiple unrelated families.
- Children living in foster care placements.

To clarify a complex household is a technical way of referring to a household that doesn't resemble the typical nuclear family.

## HTC areas where you live

To view interactive maps of your local hard-to-count areas, visit:

[www.census.gov/roam](http://www.census.gov/roam)



[www.census2020nj.org](http://www.census2020nj.org)



The ROAM tool was developed by the Census Bureau as an interactive tool to show where HTC areas are, and predict the level of self response expected in those areas. That predictive model is based on response rates from the 2010 Census and the 2017 American Community Survey (ACS).

It's easy to learn to use and is a very useful tool for local complete count committees to determine which areas and census tracts to focus their efforts.

## Tips for Community Leaders



[www.census2020nj.org](http://www.census2020nj.org)

**Who counts where?**

**Can I assist with  
responses?**

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## Reassure Community Members:

- The Census can be completed **on your own schedule** and should take about 10 minutes.
- The Census is **safe, confidential and protected by federal law**.

[www.census2020nj.org](http://www.census2020nj.org)



Some tips when speaking to members of the community. First, the Census can be completed on your own schedule. If self responding, you get to choose the time to enter in the information into the computer or over the phone. As we've shown, the questionnaire asks for basic information, and it should take about 10 minutes. One caveat--for households that may be larger, the questionnaire will take longer to complete; particularly if the individual completing the questionnaire doesn't know the ages or birthdates of all those residing in the home. It is important to let parents know what the form will include.

Second, remind community members that responses submitted on the Census questionnaire are protected by federal law. Census Bureau staff are prohibited from sharing information with other government agencies and law enforcement entities. Bureau employees face up to a \$250,000 fine and/or 5 years in prison for violation of the law. For more information, review the Bureau's confidentiality fact sheet.

## Who Counts Where? Rule of Thumb:

- Count people where they live or reside most of the time. If this is difficult to identify, then individuals should be counted where they are on April 1, 2020.

[www.census2020nj.org](http://www.census2020nj.org)



Here are some important reminders about who to include on Census questionnaires.

The general rule of thumb is to include everyone living with you--even if they are not related to you. Newborns should be counted, even if they are still in the hospital on April 1, 2020. Children in placement should be counted wherever they reside the majority of the time or, if that is difficult to identify, wherever they reside on April 1, 2020.

## Who Counts Where? Important Tips

- Newborn still in the hospital on April 1?
  - **Count them!**
- Living with unrelated individuals?
  - **Count them!**
- Does a foster child live with you?
  - **Count them!**
- Is your relative without a home and temporarily living with you on April 1, 2020?
  - **Count them!**
- Group quarters enumeration
  - College dormitories
  - Correctional facilities
  - Nursing homes
  - Group homes
  - Residential treatment facilities
- **Residents counted by the facility**

[www.census2020nj.org](http://www.census2020nj.org)



Here are some different scenarios families and community members may have questions about.

# Don't forget the baby!



[www.census2020nj.org](http://www.census2020nj.org)



One important note: We want to encourage residents broadly to complete the Census, but it is also important that we remind parents and caretakers **NOT TO FORGET THEIR YOUNG CHILDREN!** Much of the “get out the count” effort is focused on increasing the response rate--or making sure as many people complete their Census as possible. This will not solve the young child undercount. We need to make sure we educate and empower community members so that they understand why it is critical to include their baby or toddler--even if they are unrelated to the person completing the questionnaire.

## Can I Assist with Questionnaire Responses?

- Yes, but...
- You should not enter responses for individuals.
- Only Census Bureau employees can offer confidentiality that is protected by federal law.

### Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

[www.census2020nj.org](http://www.census2020nj.org)



It is important to remember that only the Bureau can offer confidentiality that is protected by law. The Bureau advises that community partners should not enter responses for individuals nor watch as they enter responses themselves.

If someone needs assistance, a good practice is to refer someone to the response method that best suits them. I.e.: someone with a low level of literacy might prefer to complete their questionnaire over the phone.

Ultimately, if someone still requests help, you can provide assistance, but you should inform them that you are not a Census Bureau employee and their responses will not be protected by federal law with you.

For more information, please review the Census Bureau's fact sheet: "Questions and Answers for Stakeholders Supporting the 2020 Census." This sheet also contains best practices for Census kiosks--it can be found in our Census toolkit, as well as on the Census Bureau's website.

# How to Get Involved



[www.census2020nj.org](http://www.census2020nj.org)

**Timeline**

**Outreach Activities**

**Groups to Engage**

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## Action Timeline

Time is of the essence...

...so we've created a schedule of events for you!



[www.census2020nj.org](http://www.census2020nj.org)



We've created a timeline in our Census toolkit.

## Snapshot of Outreach Activities

Jan. '20

Use at least one Census Statistics in Schools activity in classrooms (if appropriate)

Feb. '20

Add Census messages in mailings.

Mar. '20

Host a Census Action Day!

April. '20

Encourage community to Fill out the Census!

Visit our website for more month to month activities from now through April 2020...

[www.census2020nj.org](http://www.census2020nj.org)



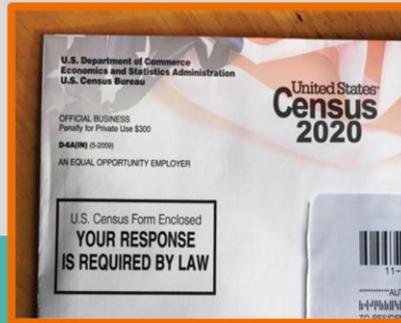
Here are examples of some of the activities we suggest in our toolkit.

## Resources

- ACNJ Census Page (contains toolkit): [www.census2020nj.org](http://www.census2020nj.org)
- Interactive maps:
  - CUNY Hard-to-Count Maps: [www.censushardtocomtmaps2020.us](http://www.censushardtocomtmaps2020.us)
  - Census ROAM: [www.census.gov/roam](http://www.census.gov/roam)
- Apply for Census jobs: <https://2020census.gov/en/jobs.html>
- Census Bureau Outreach Resources:  
<https://2020census.gov/en/partners/outreach-materials.html>
- Statistics in Schools: <https://www.census.gov/schools/>
- NJ Department of State - NJ Census 2020: <https://www.census.nj.gov>



# Questions?



# 10 years...

...is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are **12!**

[www.census2020nj.org](http://www.census2020nj.org)



Just a reminder--10 years worth of missed data can have a big impact. A two-year-old missed in 2020 won't be counted again until they are 12.

LCCC -  
LOCAL COMPLETE COUNT  
COMMITTEES



## WHAT IS A LOCAL COMPLETE COUNT COMMITTEE

- The backbone of our Census 2020 outreach effort
- Being formed at the County, Municipal and Community levels
- Will serve as the community organizing action team and hub for all resources and activities related to the census
- Trusted voices, critical to our success will come from these committees/teams
- Volunteer based
- Established by state, local and tribal governments, community leaders and organizations
- Increase awareness of and motivate residents to respond to the 2020 Census
- An integral part in ensuring a complete and accurate count



- Success of the census depends on community involvement at every level.

- The backbone of our Census 2020 outreach effort will be the organizing and formation of Local Complete Count Committees (LCCC) across the state.
- These committees, which are being formed at the County, Municipal and Community levels, will serve as the community organizing action team and hub for all resources and activities related to the census.
- And it is from within these committees/teams that the trusted voices, so critical to the success of our efforts, will emerge.

## WHY WE NEED TO FORM LOCAL COMPLETE COUNT COMMITTEES?

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- Community influencers who can create localized messaging that resonates with other members of the community.
- **Trusted voices** that can mobilize community resources and persuade community members about the importance of filling out the Census
- To meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.



- LCCCs are made up of community influencers who can create localized messaging that resonates with other members of the community.
- They are made up of the trusted voices that are best able to mobilize community resources efficiently and persuade community members about the importance of filling out the Census.
- They are essential to meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.

## TYPES OF COMPLETE COUNT COMMITTEES

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- There are different types of local complete count committees (LCCC)
- Makeup may be different depending on the needs and requirements of your county, town or community
- Regardless of the structure of the LCCC team organizing tactics and messaging to the community should remain consistent



- There are different types of complete count committees.
- Their makeup may be different depending on the needs and requirements of your county, town or community.
- What should remain consistent, regardless of the structure of the LCCC team, are the organizing tactics (like the ones we suggest in the NJ Census 2020 Organizing Toolkit we provide) and the messaging being directed to the residents of your community.

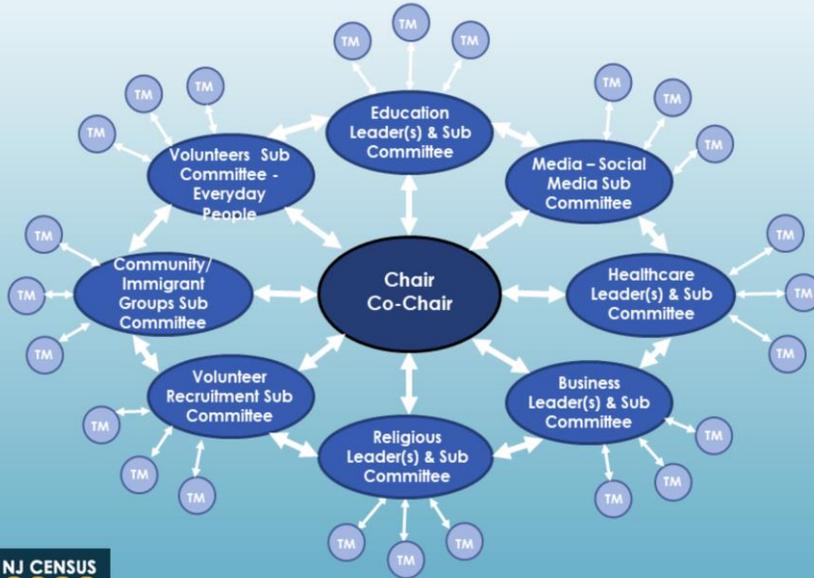
## GOVERNMENT COMPLETE COUNT COMMITTEES

- State, county, city, town and formed by the highest elected official in that jurisdiction
- Led by a chair or preferably co-chairs usually appointed by jurisdiction's highest elected official
- Others appointed from a broad spectrum of the community are appointed to serve as members of the LCCC. Members could include persons from education, media, healthcare, business, religion, philanthropy, community groups and everyday people.
- Government LCCCs are small to medium size. The size and number of members depends on what works best for each jurisdiction
- Implement a creative outreach campaign in areas that may pose a challenge in 2020.
- Often form subcommittees/sub-teams, based on the makeup and needs of their communities.



- Government Complete Count Committees (i.e. – county, city, town), are usually formed by the highest elected official in that jurisdiction - a mayor, county commissioner, or regional chairman.
- Each committee is led by a chair or preferably co-chairs who are usually appointed by jurisdiction's highest elected official.
- Others, from a broad spectrum of the community, are appointed to serve as members of the LCCC.
- They should be willing and able to serve until the census is over,
  - And help implement a creative outreach campaign in areas that may pose a challenge in 2020.

# GOVERNMENTAL LCCC EXAMPLE



## COMMUNITY COMPLETE COUNT COMMITTEES

- Often formed in areas that do not have a govt. LCCC or areas that may require a more targeted outreach approach.
- May be formed by a community group/organization or a coalition of several organizations. Usually small to medium in size. For example: A tenants association ; religious congregation; senior center or neighborhood association
- Identify their own chair or co-chairs and committee members
- They may choose individuals who are influential leaders or gatekeepers in the community
- They should absolutely include everyday people willing to commit to volunteer
- Small committees may not need subcommittees
  - Larger committees may find that subcommittees work more effectively.



- Community Local Complete Count Committees are often formed in areas that do not have a government LCCC or areas that may require a more targeted outreach approach.
- Community LCCCs may be formed by a community group/organization or a coalition of several organizations.
  - For example, an organization in a predominately elderly community may want to form a LCCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. Or a tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Or a LCCC may form as part of a religious congregation or neighborhood association.

# COMMUNITY LCCC EXAMPLE



## WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO?

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- **Community organizing action team and function as a hub for resources and activities for all things census related.**
- **Utilize local knowledge, influence, and resources to:**
  - **Educate communities**
  - **Promote the census through locally based targeted outreach efforts.**
  - **Encourage communities**



- Local Complete Count Committees (LCCC) are key to creating awareness and running Census related activities in our communities all across the state. In New Jersey we are working to form them as organized teams to empower and include everyone.
  - And that value set is part of their message to the community.
- They are a community organizing action teams and function as a hub for resources and activities for all things Census related.
- They utilize local knowledge, influence, and resources to educate communities and promote the census through locally based targeted outreach efforts.

## WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO? (CONT.)

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- Provide a vehicle to coordinate and nurture cooperative efforts between the state, local and tribal governments; communities and the Census Bureau.
- LCCCs should and will communicate and work with each other.
- Help the Census Bureau get a complete count in 2020.



- They provide a vehicle for coordinating and nurturing cooperative efforts between the state, local and tribal governments; communities and the Census Bureau.
- **LCCCs should and will communicate and work with each other.**
- They help the census Bureau get a complete count in 2020.

## WHEN SHOULD LOCAL COMPLETE COUNT COMMITTEES FORM?

- The formation of LCCCs is happening **RIGHT NOW!**
- They are identifying resources and establishing local work plans.
- Work plans will be implemented now and the LCCCs will lead their communities to a successful census count.



- **Local Complete Count Committees (LCCC) are forming RIGHT NOW!**
- Government and community leaders are identifying resources and **establishing local work plans.**
- Those plans will be implemented now and the LCCCs will lead their communities to a successful census count.

# GRASSROOTS ORGANIZING

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## OUR GRASSROOTS VALUES

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### **Respect**

No one does it better than you.

### **Empower**

Give people the power to make the change.

### **Include**

There's room for everyone in our organization.

### **Action!**



Our organizing credo.

## WHY DO WE ORGANIZE?

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## WHY DO WE ORGANIZE?

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TO GAIN POWER!



- The main reason that we organize is to gain power.
- In the case of the census, we organize to create the ability to effectively work to ensure a complete count
- That complete count directly affects the amount of resources that come to our communities and the power of our voices in Congress.

## ORGANIZING AT WORK



In order to shift the balance of power we have to organize. Alone we cannot effect change.

But together we can . . . If we are organized.

Organizing is all about translating our values into action in order to achieve measurable goals and effect the outcomes we want..

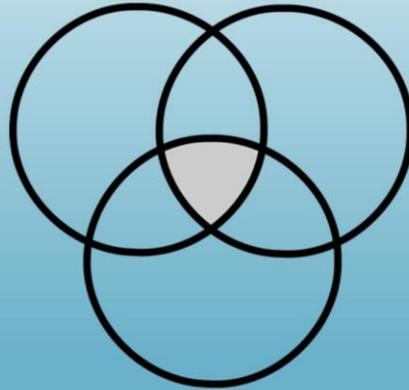
# WHAT IS GRASSROOTS ORGANIZING?



# WHAT IS GRASSROOTS ORGANIZING?

EVERYDAY PEOPLE WITH MUTUAL SELF INTEREST  
COMMITTING TO COMING TOGETHER TO WORK  
COHESIVELY, USING COMMON TACTICS, TO ADVOCATE  
FOR:

- SHARED VALUES
- SHARED GOALS
- SHARED OUTCOMES



## BUILDING BLOCKS

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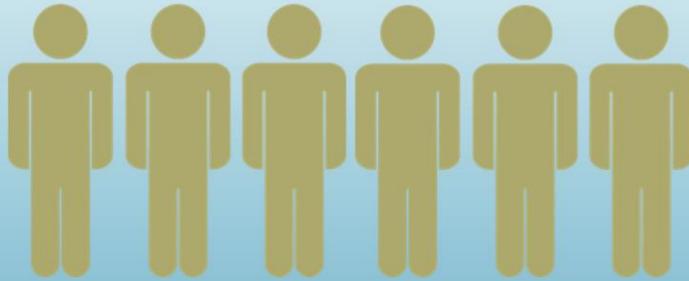
**We believe in organizing block-by-block, with neighbors talking to neighbors, co-workers talking to co-workers, and friends talking to friends**



The Census is a campaign. The candidate, if you will, is the Census and the ballot is the Census form.

And like all campaigns the outcome of the Census will be determined on the ground – person to person, neighbor to neighbor, friend to friend, family member to family member.

**WE WILL ORGANIZE IN VOLUNTEER LED TEAMS:**





When you are talking about teams, you must first consider how the team should be led.

The next several slides depict different leadership styles and their effects.

We also show the type of distributed leadership we suggest and why it is effective.



**YOU'RE HOSTING A  
LARGE DINNER PARTY**

What will make it  
successful?

How will you make it all  
come together?



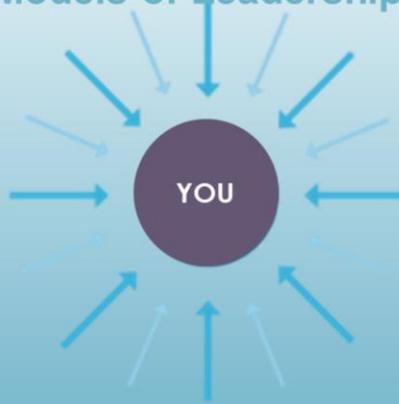
Imagine you're hosting a large dinner party. What will make it successful.

How can you organize it?

How will you lead the effort?

# MAGNET MODEL OF LEADERSHIP

## Models of Leadership

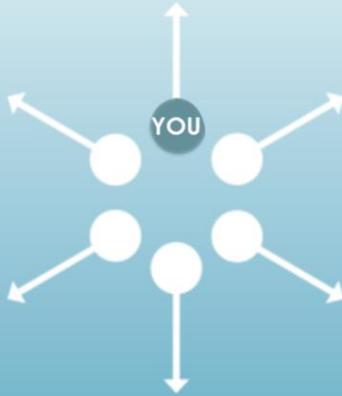


- Everyone is going to one person who cannot possibly handle all of their questions and needs
- Not sustainable—one person overwhelmed
- Not empowering—one person holds all the knowledge



# DRUM CIRCLE MODEL OF LEADERSHIP

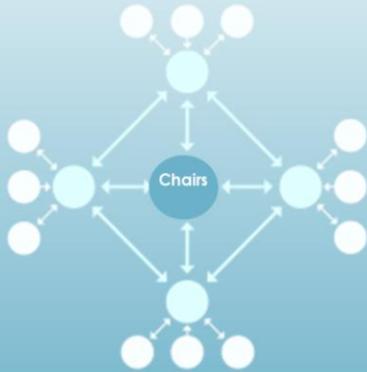
## Models of Leadership



- Everyone is going their own way
- There is no leadership structure
- Not working together to accomplish a goal



## WHAT OUR TEAMS WILL LOOK LIKE



- Clear lines of communication
- Enough people to do the job
- Strong structure, can survive changes and alterations
- Empowering to others



It is important for our teams to empower their volunteers to be the trusted voices in the community; that they feel that they are part of something larger than themselves. If this happens, the message they will carry becomes that much more effective and powerful.

This structure provides team sustainability so that there are enough people to do the job.

This model creates a strong structure that will endure any changes or alterations such as people leaving for illness or personal reasons.

## ORGANIZE AS A TEAM: BECAUSE IT WORKS!

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### Why?

### Benefits

#### Empowering

- Volunteers feel part of something bigger
- Volunteers take on more responsibility
- Volunteers can own a specific piece

#### More Productive

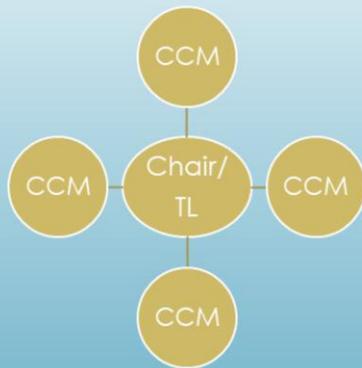
- Team members work more than twice as many hours as regular volunteers
- Teams produce more work than individuals

#### Built to Last

- Enough people to do what needs to be done
- Grows with additional volunteers
- Strong volunteer leadership structure



## SNOWFLAKE MODEL LEADERSHIP



**TL = Committee Chair(s)**

**CCM = Core Committee Members**



- This is a representation of the model of leadership we suggest for your (LCCC) core team.

## WHAT IS A COMMITTEE CHAIR?

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- COMMITTED VOLUNTEER WHO TAKES RESPONSIBILITY OF BUILDING AND MANAGING VOLUNTEERS IN A SPECIFIC TURF
- RECRUITS AND COMMUNICATES WITH VOLUNTEERS
- GUIDES COMMITTEE TO MEET GOALS
- MEETS AND COMMUNICATES WITH CENSUS RELATED STAFF



## CORE COMMITTEE MEMBER ROLES



- TRAINED AND COMMITTED VOLUNTEERS WHO TAKE ON SPECIFIC LEADERSHIP ROLES
- THE CCMs ON EACH TEAM WILL VARY BY TURF
- EXAMPLES OF CCMs:
  - VOLUNTEER SUB CHAIR
  - SOCIAL MEDIA SUB CHAIR
  - LOCAL EDUCATION SUB CHAIR
  - OPERATIONS SUB CHAIR
  - HEALTHCARE SUB CHAIR



## A LARGE KEY TO OUR SUCCESS



A LCCC should always have the goal of increasing the number of its volunteers

A LCCC core team cannot carry out its work by itself. Volunteers are essential carry out the team's census related activities.

- Volunteers are a must for the success of your committee/team's success.
- You can never have too many volunteers.
- You should always be recruiting volunteers
- A **Volunteer Recruitment sub-committee/sub-team will be a particularly important** part of each committee. It is needed to create and manage the additional needed capacity to run activities and spread the word about the importance of the census to each community.

## GOALS

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- 1 LEARN BEST PRACTICES FOR RECRUITING NEW VOLUNTEERS
- 2 **DEVELOP AND PRACTICE YOUR HARD ASK**  
**BEGIN TO FEEL CONFIDENT**
- 3 APPROACHING VOLUNTEER RECRUITMENT FOR YOUR UPCOMING EVENTS





Volunteers are the most important part of your committee/team.

They are the gold thread that runs throughout your team, that holds it together and allows it to function most effectively.

# WHY DO PEOPLE VOLUNTEER?



## WHY DO PEOPLE VOLUNTEER?

- Satisfaction from accomplishments
- To get to know a community
- To share a skill
- To keep busy
- To learn
- To give back
- To gain leadership experience
- To become an "insider"
- To demonstrate commitment to a cause
- To be challenged
- For fun

Because they were asked!



There are many great reasons why people volunteer, but the **main reason people volunteer is because they were asked.**

**THE BOTTOM LINE**  
**IN ORGANIZING:**

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**You get what you ask for,  
and not much of what you  
don't.**



## ORGANIZING IS **ASKING**

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What types of things are  
you asking people for as  
we organize for the  
census?



## HOW TO MAKE A 'HARD' ASK – 5 STEPS

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1. Know your audience—tailor your ask, attitude, & language
2. Build urgency—explain why this work is important right now
3. Ask for something specific—date, time, activity and have alternatives ready
4. Ask and remain silent – Take yes for an answer
5. Be persistent—Get to “yes”



There are different ways to make an “ask.” Our goal, whether it's to ask someone to volunteer or to agree to fill out the Census form, is to get people to make a commitment. One very effective way to do that is a method called a “hard ask.” It's different than a “soft” ask, which is a more general request. The “hard ask” is made for a specific commitment, to a specific activity, on a specific date and at a specific time.

The image above provides 5 steps to an effective 'hard ask'.

## EXERCISE: PRACTICE YOUR **ASK**



1. Know your audience
2. Build urgency
3. Ask for something specific
4. Ask and remain silent
5. Be persistent



The only way to become effective at this is to practice, so we suggest that you ask a fellow committee/team member to practice with you. Simply create a fictitious event (or use an actual one) and then practice making an ask. Check with each other to see if you've hit each of the five steps.

## SOME VOLUNTEER RECRUITMENT **RESOURCES**

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- Your existing networks – your friends & their friends, relatives, neighbors
- Community Organizations
- Local Partner Organizations
- Faith Community Congregants
- Social Media



## VOLUNTEER RETENTION BEST PRACTICES



- Sign-in sheets
- Create a welcoming space
- Setting context
- Increasing responsibility
- Personal relationship
- Building skills
- Show appreciation



- **Sign-in Sheets** - Always make sure your volunteers or event attendees sign in.
  - Use this information to create an email and phone contact list.
- **Create a Welcoming Space** - Make sure that you create a welcoming space for your activities.
  - People will come and volunteer for the issue – in this case the Census – but they will return and stay because of you.
- **Set the Context** - Always make sure that event attendees and volunteers understand the task at hand and what you are trying to accomplish.
- **Increase Responsibility** - As you get to know your volunteers, increase their responsibilities.
  - Find out their strengths and give them tasks that utilize those strengths.
- **Building Relationships** - As a team leader building relationships with your team members is important.
  - Your job is to be a coach and a guide.
- **Building Skills** - Be sure to continually provide resource materials to your team members.
- **Show Appreciation** - Never let a volunteer or event attendee leave without saying thank you!

## VOLUNTEER MANAGEMENT

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Think about how your relationships with volunteers will work...

- How are they different than relationships of bosses/employees or teachers/students?
- What kind of personal relationship will you have with your volunteers?
- Do you already have any relationships like this in your life?
- Be a coach

## REVIEW GOALS

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- 1 Learn best practices for recruiting new volunteers
- 2 Develop and practice your hard ask
- 3 Feel confident approaching volunteer recruitment for your upcoming events



# CREATING AN ACTION PLAN



## HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- **It's up to all of us!**
- **It will essentially be up to each LCCC Action Team to develop and carry out their action plans.**
- **LCCCs will know the best way to reach their community to:**
  - **Raise awareness**
  - **Encourage folks to fill out the census form**



LCCCs will know the best way to reach the community, raise awareness and encourage community members to fill out the Census form.

It will essentially be up to each LCCC Action Team to develop and carry out their action plans. They will know the best ways to reach their community and raise awareness, as well as how to most effectively help ensure that community members fill out the Census form.

## HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- **Develop a clear and measurable Action Plan With Clear Goals**
- **The Action Plan should:**
  - **Identify the Hard to Count areas you want to focus on and influence**
  - **Include tactics based on what the committee/team knows about the community in order to create the conditions for the outcome that it wants.**



Each LCCC Team should create an action plan that identifies the Hard to Count areas it wants to focus on and influence about the census

The plan should include tactics based on what it knows about the community in order to create the conditions for the outcome that it wants.

The plan should always view every activity as an opportunity to recruit needed volunteers.

## HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

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- The Action Plan should (cont.):
  - Should always view every activity as an opportunity to recruit needed volunteers.
  - Should create timeframes associated to specific tactics



Your team's action plan should **create timeframes associated to specific tactics**. Here are the suggested time frames and associated types of tactics from January 2020 through the end of May 2020.

## SUGGESTED TIMEFRAMES AND TACTICS

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### January 2020

- **Build Capacity – Recruit volunteers.**
- **Focus on Census education and awareness activities**
  - **Why the Census is important to community members and their families.**



## SUGGESTED TIMEFRAMES AND TACTICS (CONT.)

### February to Mid-March 2020

- **Continue to Build Capacity – Recruit volunteers.**
- **Focus on activities designed to encourage and persuade community members to fill out their Census forms**
- **Continue education and awareness activities**



## SUGGESTED TIMEFRAMES AND TACTICS (CONT.)

### Mid-March to Mid-May 2020

- **Focus on Get Out The Count (GOTC) activities**
- **Motivate folks to fill out their Census forms**
- **Track progress with real time online tool**
- **Use tracking data to focus on areas that need extra attention**



- The Census Bureau will provide an online tool that will allow each LCCC to track self response rates, in virtual real time, for the census tracts they are working in.
- Track and record your team's work and celebrate your success. Use the Planning Calendar and Activity Tracking Sheets that are in the NJ Census 2020 Toolkit.
- Post events and pictures on social media.

## CENSUS SUPPORT CENTER - KIOSK



- **A safe location trusted by community members (library, religious institution, community center)**
- **Devices (desktop computers, laptops, or tablets)**
- **Reliable access to the internet**
- **Materials or staff/volunteers with basic Census information**



For the first time, residents will have the option of completing the 2020 Census online or over the phone. This means that any location with internet access or phone service can be a site to complete the Census questionnaire. These sites will be critical for people without a regular and reliable connection to the internet.

- **A safe location trusted by community members**, such as a library, health care facility, religious institution, business or store, government office or community center.
- **Devices (desktop computers, laptops, or tablets)** that are available to members of the public from March to June 2020 to complete the Census questionnaire. Kiosk sites should regularly run antivirus software to ensure that data submissions remain confidential.
- **Reliable access to the internet (at a speed of 5 mbps or higher)**, whether wireless or wired. The homepage should be set to the website [2020census.gov](https://2020census.gov) and all devices should have the newest version of a modern web browser such as Chrome, Firefox, or Internet Explorer.
- **Materials or staff/volunteers with basic Census information** who can help make sure that people know how to fill out the Census. It is strongly suggested that training be provided through toolkits,

presentations and/or online videos for volunteers or staff on answering basic questions about the Census.

See the HOW TO HOST A CENSUS KIOSK portion of the NJ Census 2020 Toolkit for more details

## ORGANIZING JOB FAIRS



United States  
**Census  
2020**

**JOB FAIR**

- Hiring will take place on a rolling basis. Be sure to apply online now!
- Benefits: great pay, flexible hours, weekly pay, paid training.
- Apply today to be a Census Taker at 2020  
[www.census.gov/jobs](http://www.census.gov/jobs) or 1-855-JOB-2020



Census Job Fairs are a great way to organize a community activity and something to start to organize your committee/team around.

It is organized as you would any other event. Your Census Bureau Partnership Specialist can help you with running a job fair.

## BREAKOUT SESSION – ACTION PLAN

**Use the worksheet to start organizing your  
LCCC team – 35 Minutes**



Use the Local Complete Count Committee Organizing Worksheet to build a plan. It can be found in the in the NJ Census 2020 Toolkit.

## DEBRIEF AND RECAP

- **WHAT HAVE WE ACCOMPLISHED TODAY?**
- **WHAT DO WE DO NEXT?**



## NEXT STEPS

### Are You In?

- Schedule your first/next committee meeting
- Organize a Job Fair
- Organize an Education/Awareness Event
- Create a Census Kiosk



THANK YOU! LET'S GET OUT THE COUNT!



STRENGTH  
IN  
NUMBERS

#NJGOTC



**CUSTOMIZE**

Insert an inspirational quote you think would be fitting for this group.

# OUR CONTACT INFORMATION

- Lauren Zyriek – Deputy Chief of Staff
  - [lauren.zyriek@sos.nj.gov](mailto:lauren.zyriek@sos.nj.gov)
  - (609) 633-1230
- Eric Kipnis – Manager, Constituent Relations
  - [eric.kipnis@sos.nj.gov](mailto:eric.kipnis@sos.nj.gov)
  - (609) 292-4755
- NJ Department of State-NJ Census 2020 Website
  - <https://www.Census.NJ.Gov>
- NJ Census 2020 Email
  - [census2020@sos.nj.gov](mailto:census2020@sos.nj.gov)

