ROUND I GRANTEE SNAPSHOT

$7 Million Awarded in First Wave of Regional Funding

50 Different Partner Organizations

16 Different Hard-to-Count (HTC) Populations Targeted

12 Organizations Supporting Countywide Efforts

11 Different Regions Targeted

8 Different Outreach Tactics Supported
ROUND II APPLICANTS SNAPSHOT

90 organizations

$16 million requested
ROUND II NOTIFICATION TIMELINE

OCTOBER
Oct 4
RFP Closed

NOVEMBER
Oct 7 – Nov 22
Applications reviewed

DECEMBER
Nov 27
Applicants notified of status

JANUARY
Dec 20
Grant agreements sent out

Jan 6
Start of grant period
CAPACITY BUILDING COMMUNICATIONS TRAININGS

Oct. 7th
Metro LA Region

Oct. 21st
San Fernando & Antelope Valley Regions

Oct. 22nd
South, Southeast LA & Long Beach Regions

Oct. 24th
San Gabriel Valley & Pomona Regions

186 attendees from across 132 organizations
Have you seen false news about the census?

Some people are working hard to spread false or misleading information about the census because they do not want an accurate count. A false story or take news travels quickly.

YOU can help stop the spread of false information about the census. Please let us know if you see anything on social media about the census that is not true. We will get back to you and if possible, work to get it removed from the internet.

U.S. Census 2020 FAQ

How questions about the census? We’re here to help. Below are the common questions and answers about why the census is so important and how to take part.

What is the census?

How does it work?

Why is taking part in the census important to my family?

How does it benefit my family and my community?

How does the census give me a voice in the government?
WE COUNT LA CAMPAIGN TOOLKIT

One stop shop for all things We Count LA

We Count L.A.

Welcome to the We Count L.A. Campaign Toolkit!

This first version of the toolkit is meant to drive sign-ups on the www.wecountla.org landing page and introduce core messages about the census. As the campaign progresses, this toolkit will be continuously updated with new social content, graphics, outreach materials like fact sheets, and more. The best part? This toolkit is extremely easy to use – you can click, share and download everything from this very dashboard!

You are the best ambassadors for the census in your community. With that in mind, we'd love for your help in collecting images and video from your community events to share with our campaign partners and help document this landmark effort. Upload your content here!

Last but not least, take a look at the 'Collecting Photo and Video' resource in the Introductory Resources section for some best practices for taking digital content.
CAMPAIGN BRANDING & MESSAGING

OVERVIEW

Our team has developed the following draft message framework which includes a "master narrative" and talking points to guide how we talk about the census in our outreach efforts.

The master narrative, in particular, is meant to serve as the backbone of the story you want to tell about the census, and will inform and guide talking points, web and digital copy, informational materials and other related content. It is not meant to serve as a script, but rather as guidance on where and how to start conversations about the census. It is a high-level narrative arc around which you can continue to add new, concrete details and examples from your work to explain why people should participate in the census. In some settings, you may find a need to use all of it but in many situations you will only need parts of it.

MESSAGE THEMES

Focus on the "WHY" & Personalize
- Need to make the case as to why the census matters.
- Identity census "benefits" that apply to people’s everyday lives.

Make It Safe
- Address people’s fears about privacy, documentation status, etc.

Paint a Picture to Build Knowledge
- Provide an easy-to-understand breakdown of what the census actually is.
- Explain how it has been used now and in the past to influence important decisions.

Empower Communities
- Demonstrate how the census gives people a voice and affirms presence in the U.S.
- Frame the census as a form of resistance.

Easy & Convenient
- Explain that the census only takes about 10 minutes to complete.
- It can be filled out using a mobile phone, computer or tablet.
- Assistance is available.
WeCountLA.org

ONE STOP SHOP The toolkit contains everything from ready-to-use social media content and fact sheets to a bank of campaign commissioned photography and easily editable materials.

REVIEWED The campaign messaging found throughout was informed by audience research and has undergone a community review.

IN-LANGUAGE Initially materials will be available in English and Spanish. CCF is exploring how best to translate into other languages. Note that AAAJ-LA is developing materials in 22-24 Asian and Pacific Islander languages. Link to their materials is within the toolkit.

EVERGREEN The toolkit will be updated often with new materials so be sure to check back periodically.

CROWDSOURCING You can easily upload your best materials to the toolkit for others to use.
To assess and respond to evaluation and data capacity needs of grantees, CCF is asking all organizations — funded and non-funded — to complete an online survey by Dec 10.

Results will inform our collective work and how we can best support organizations engaged in Census outreach efforts.

https://usc.qualtrics.com/jfe/form/SV_6hCacKb2VwXXeqV

OUR EVALUATION PARTNERS

engage R&D + USC Dornsife
Program for Environmental and Regional Equity