

## Census 2020 Menu of Options for Funders:

### Participate. Convene. Invest.

All around the country, philanthropy is mobilizing to ensure a fair and accurate census 2020. As your foundation is considering how it may engage, the Funders Census Initiative (FCI), a working group of FCCP, and the United Philanthropy Forum have put together a menu of options for funder participation.

#### Participate

- At your foundation - get your organization's commitment to the census
- At the state and local level - use your leadership role in your community or state to ensure a fair and accurate census.
  - Outreach to state and local officials to determine whether they have begun preparations for the census
  - Help create a State or Local Complete Count Committee
  - Connect with government representatives who have an interest in a fair and accurate census like the state demographer (if your state has one)
  - Encourage state and local government funding to support complete count work and mobilization efforts.
  - Outreach to businesses to discuss the importance of the census and encourage their support of census efforts
- At the national level - connect with national funder collaboratives such as the Funders Census Initiative, United Philanthropy Forum, and the Democracy Funders Census Subgroup.
- Engage your networks and partners - leverage the influence you, the leaders of your foundation, and your foundation trustees have to talk about the importance of the census.
- Connect with the Census Bureau - reach out to and meet with your regional or local director.

#### Convene

- Philanthropic community - gather funders in your state or region to learn more about why the census is important and what is at stake in your state.
- Current grantees - organize a census convening for your 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
- Funders and stakeholders - identify and convene interested organizations with capacity and interest in working to develop a plan for a complete census count in the state or locality.

- Local funder table - 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.
- Coordinate census mobilization efforts - coordinate census efforts to ensure aligned strategies, outreach, messaging and assistance, including helping Census Bureau update addresses.

### Invest – Start planning now!

- In your community
  - Current grantees - fund your current grantees to start engaging in census work either through add-on grants to their existing work or new grants.
  - New grantees – identify and fund those organizations that will help make state or local plans a success, including the appropriate “hub” organization(s).
  - Pooled funds - 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.
- To ensure a fair and accurate census
  - Census Infrastructure – plan for and develop a strong local or state census infrastructure, which may link up with other civic engagement efforts.
  - Get Out The Count – fund implementation of GOTC efforts in your state and/or locality focused on the hardest to count and reach.
  - Communications and Messaging - invest in locally appropriate and culturally sensitive communications strategy and messaging plans to reach hard to count communities.
  - Policy – support groups to work with federal, state and local elected leaders to ensure adequate funding for the census and that census implementation is fair and accurate.
  - In technical assistance - fund a state or local organization to be the “backbone” for branding, promotion, training, regranting, and technical support to organizations in and of the hard to count communities.
  - Evaluation - support the documentation and evaluation of census work.

**Connect and Stay Informed** - Join the [Funders Census Initiative Working Group](#) to connect with and learn from other funders organizing at the national, state, and local level as well as receive updates on resources and webinar or in-person learning opportunities. Visit the [United Philanthropy Forum](#)’s Census 2020 webpage for resources, information, and events.