



SPRING PHONE BANKING CEP SCRIPT

Introduce Yourself & Ask About their wellbeing: (Upbeat cheerful voice)

“Hi! My name is _____, with [INSERT ORG NAME], we are part of a statewide coalition called My Black Counts. We are checking up on our community to spread love during these uncertain times and to share some very important information about the 2020 census.”

Am I speaking to _____? Great! Hi _____! As Californians, we take care of one another, and we are all in this together. **How are you and your loved ones?**

< Pause and listen. Sympathize with any challenges they bring up. But don't spend a lot of time here. >

We realize there is a lot going on, but the 2020 Census is critical to our communities. **Do you know the 2020 census went live on March 12th?** < Pause and respond accordingly> It is critical to our community that we all participate in the Census. It will help secure BILLIONS of dollars for crucial services like housing programs and school lunch programs. We're calling today to make sure you join the count!

1. Can we count on you to participate in the 2020 Census?

<MARK “Strong Yes”, “Lean Yes”, “Undecided”, “Lean No”, “Strong No”, “Refused”, “Already Completed”>

If “Yes” or “Already Completed”:	If “No” or “Undecided”
<p>If “Already completed” jump to Local Org: Question #2</p> <p>If “Yes Commit”:</p> <ul style="list-style-type: none"> If Yes I Am Planning to take the census: Great! It's now even easier to complete the Census. Since we are social distancing to flatten the curve, you can do it from the comfort of your home. You can complete it: <u>Online</u>, <u>By mail</u> or <u>By Phone</u> <p>How would you prefer to participate? (Choose one of the below answers based on response.)</p> <p>Online: Great, on the invitation you received, you will find a unique and confidential code associated with your household. Go to My2020Census.Gov, use the code to access your form on any computer, tablet or mobile device.</p> <p>By mail: Great, the Census Bureau should have mailed your Paper Forms between April 8th & 16th. Did you receive that? If no - route to phone or online option.</p> <p>By Phone: Great, you can complete the Census over the phone by calling (844)330-2020</p>	<p>May I ask why you are not sure about completing the 2020 Census?</p> <p><Use My Black Counts Key Messages to respond to specific concerns></p> <p>Remember!</p> <ul style="list-style-type: none"> Census data funds programs like affordable healthcare and unemployment benefits. These programs are so important, especially now during the Coronavirus outbreak. The Census is easy to fill out. It's only 9 questions The Census will have a major impact on key programs and services that our communities depend on especially during these uncertain times. The data you provide on your Census form is confidential and federally protected. It cannot be shared with your landlord or other government agencies. Any violation of your data privacy could result in up to 5 years in federal prison and/or up to \$250,000 in fines. <p>If still No: “We hope you will reconsider, but we respect your decision. THANK YOU FOR YOUR TIME! HAVE A NICE DAY!</p> <p>### CONVERSATION END ###</p>

Local Org Question:

"On top of ensuring a full and complete count in the 2020 Census, as a part of the My Black Counts movement, my organization [INSERT ORG NAME] advocates for <_____ (issues/services/programs)>."

[Use one sentence to introduce the issues/ services your organization works on locally and identify supporters of your org's issues]

2. <Insert Local Org Question here (optional)>

<MARK "Yes", "Undecided", "No">

Opt-In Email/Cell

We would love to stay in touch with you to provide important updates on the Census and other public health matters.

3. Would you prefer we follow up via text or email? <MARK "OPT-C" or "OPT-E" AND Record Cell Phone Number or Email Address Accurately>

(Email) : Could you spell out your email address for me please? I'm going to repeat the email address back to you just to make sure I got the right email address.

(TEXT OPT-IN) Encourage them to subscribe to our text message alerts. Offer to do it with them, RIGHT THEN!

"While I have you on the phone, can you text the word COUNT to 97779?"

You should receive a confirmation text"

Volunteer to Spread the Word:

"Getting the word out about the 2020 Census is critical, but due to social distancing we need your help. We've made it really easy to tell friends and family about the census with just a couple of taps on your phone."

4. Would you like to help spread the word about the 2020 Census?

<MARK "Yes", "Undecided", "No">

Follow up questions:

"Many of our partners work with parents/guardians and people impacted by the criminal justice system and the housing crisis. We want to make sure these communities are engaged in the census and have access to local programs and services, especially during the pandemic. This is strictly confidential and I am not asking for details."

5. Is anyone in your home...?

<(SELECT ALL THAT APPLY) Formerly Incarcerated (FIP), Homeless/Recently Homeless (FHP), or Parent/Guardian of a Child (K12)? (FIP, FHP, K-12)>

Wrap Up & Reminders

Thank you again for your time and for your participation in the 2020 Census! *Please help us and your community by sharing this information with at least 5 of your friends, neighbors or co-workers.* Follow us on social media @myblackcounts. The more people we count, the more funding for our community. **Don't forget to count everyone who will be living in your home on April 1**, whether permanent or temporary and don't forget the kids! That means roommates, a friend or family member you are helping out and even newborns and Uncle Ray Ray!
