

# How NALEO Educational Fund is Responding and Adjusting

New landscape requires strategy, innovation, creativity, and constant flow of information



# Adjusted Messaging

- Filling out the Census is more critical than ever: Census data are being used by policy leaders to respond to COVID-19
- Simple and relevant messages: wash your hands, stay at home, practice social distancing and self respond by mail, online, or via phone
- The Census does not ask about citizenship
- Your information is safe, secure, and confidential
- Self-responding helps avoid an in-person visit by a census taker
- You can call the Census Bureau to complete the form  
**English:** 844-330-2020    **Spanish:** 844-468-2020

# COVID-Related Graphics

**Don't forget to  
wash your hands  
and respond to  
Census 2020!**

#HagaseContar



**Be sure to:**



**Stay Home Sanitize Self-Respond**

#HagaseContar



**CHILL  
AND  
FILL**

#HagaseContar



**No olvide de  
lavarse las manos  
y responder al  
Censo 2020.**

#HagaseContar



**Asegúrese de:**



**Quedarse en casa Usar desinfectante Responder al censo**


#HagaseContar





**LATINO  
CENSUS  
WEEK  
OF ACTION**

April 13-18, 2020


Respond to the  
2020 Census by  
**October 31, 2020**

**ONLINE**   
Visit [my2020census.gov](https://my2020census.gov)

**BY PHONE**   
Dial 844-330-2020 for English  
or 844-468-2020 for Spanish

**BY MAIL**   
Complete the paper form  
and return by mail

#LatinosCount #HagaseContar



# COVID-19 Adjustments

## **EARNED MEDIA**

- Working closely with Spanish-language media partners to share information on modifications and new messaging
- National and local tele briefings

## **PAID MEDIA**

- Radio ad buys in partnership with FIRM and the Census Counts campaign focused in Latino hard to count communities
- Adapted digital content targeting Latino HTC audience segments - including Latino millennials and young parents
- Ongoing assessment based on self response rates

# COVID-19 Adjustments

## FIELD SHIFTS

- **From in-person outreach to digital:** Increased frequency of SMS, e-blast, and social media engagement
- **From in-person trainings to webinars:** Regional field leads leading train the trainer efforts, Census operations briefings, and partners meetings via webinar
- **From in-person townhalls to Live Stories and Facebook Live:** Field teams have been hosting live townhalls and “*charlas*” via live digital platforms

# Social Media Shifts

## Virtual Town Halls/ Facebook Live

**Census 2020 + Latinxs**  
**LIVE VIRTUAL TOWN HALL**  
 Learn about how to make sure the Latinx community is counted in the census.  
**Thursday, April 16, 2020**  
**1 p.m. ET / 10 a.m. PT**  
**FB.COM/NALEO.ORG**

**HA GASE CONTAR**  
 A CAMPAIGN OF NALEO

**Speakers:**  
 Sindy Benavides, Lizette Escobedo, Arturo Vargas, Lucy Flores, Janet Murguía, Serena Prammanasudh, Maria Teresa Kumar

**Latinx Week of Action**  
 Watch together with friends or with a group  
 You and 138 others · 229 Comments · 171 Shares · 9.4K Views

**Censo 2020 y los latinos**  
 Charla virtual por Facebook Live  
 Aprende todo lo que debes saber sobre el censo y su importancia para nuestra comunidad  
**JUEVES 16 DE ABRIL**  
**1:00 PM ET / 10:00 AM PT**  
**FB.COM/NALEO.ORG**

**HAZTE CONTAR**

## Instagram - @naleoedfund

**Instagram Live**  
**1 DE ABRIL, 4PM EST / 3PM PT**  
 Por: Instagram de: @NoticiasTelemundo  
 Con: Lizette Escobedo, DIRECTORA DEL PROGRAMA NACIONAL DEL CENSO DE ESTADOS UNIDOS  
**¡Manda tus preguntas!**

53 likes  
 naleoedfund Día del Censo ✓ IG LIVE HOY A LAS 4 PM ET / 1 PM PT ¿Tienes preguntas sobre el Censo 2020? Tenemos las respuestas.

liked by theluzcollective and readynation\_california

484 views · Liked by readynation\_california, jbedo\_lizette and 10 Q&A: #PotatoBoss is back! @iyampotatoboss all of your budding questions about the #2020Census. Remember, you can respond online at https://my2020census.org/ by mail.

#LatinasCount #HagaCuenta #socialdistancing #covid19 #covidkindness

## Twitter - @NALEO

**LATINO CENSUS WEEK OF ACTION**  
**#LatinxsCount Twitter Chat**  
 Tuesday, April 14, 2020 | 2:00 p.m. ET / 11:00 a.m. PT  
**OWN YOUR POWER!** Get counted in Census 2020 by August 14, 2020.

Logos: NALEO, MALDEF, LCLAA, hispanic federation, VOTA, UNIDSUS, VOTO LATINO

**Adán Chávez**  
 @adanjchavez

**SELENA QUINTANILLA WOULD WANT YOU TO BE COUNTED EN EL APARTAMENTO 512!**

5:28 PM · 3/31/20 · Twitter for iPhone

# Considerations for Adjustments

- Consider capacity, experience, and platforms needed to shift from door to door to phones and Peer to Peer.
- Use social media strategically – reach target audiences, explore innovative tools, and use analytics to assess your programs
- Consider needed internal cultural shifts, investments, and training needed to transition into a digital organizing space
- Tap into partner expertise and tools (i.e. CensusU and Digital Toolkit)
- If you are considering mailing programs proceed with caution

# Challenges

- Extended operational timelines (October 31) may not be met by extended outreach timelines by partner orgs and funders
- Most digital and radio ad campaigns by were budgeted through July, ongoing assessment needed to extend beyond
- Organizations may need to shift from GOTC to GOTV during NRFU push
  - GOTC guidelines will need to be revised and adapted accordingly
- How do we incorporate U/L and U/E areas that have not yet been contacted by the Census Bureau into outreach efforts





## **DIGITAL COMMUNICATIONS AND OUTREACH TOOLKIT**

Ensuring an Accurate Count of Latinos in  
Census 2020 Amid COVID-19 Situation

A bilingual toolkit for *¡Hágase Contar!* partners to engage  
community members about the importance of self-responding  
to Census 2020 during the COVID-19 situation

PREPARED BY:  
**NALEO Educational Fund**



Last updated:  
March 23, 2020

# JUST RELEASED!

[HagaseContar.org/Resources](https://HagaseContar.org/Resources)

- Messaging and talking points
- Guidelines on digital shifts
- Sample social media posts and graphics
- Sample e-mails to stakeholders
- Sample PSA scripts
- Downloadable posters
- Additional resources

# Guidance on Hispanic Origin and Race Questions, FAQs on Modifications

+ GENERAL QUESTIONNAIRE GUIDANCE



## 2020 Census Questionnaire Latino Response

Here are instructions on how to fill out the online form: [Why mobile home on April 1, 2020?](#)

Remember to:

- Count EVERYONE living in the household, this includes visitors, all family members as well as unrelated people
- NOT count anyone living on a college campus, or home as they will be counted during group quarters operations.

**Question 2: Is a reminder to count:**

- Children, related or unrelated, such as newborn grandchildren, or foster children.
- Relatives, such as adult children, cousins, or nonrelatives, such as roommates or live-in people staying in your home temporarily.
- YOU SHOULD include persons in your household regardless of immigration or citizenship. EVERYBODY COUNTS!**

**Question 3: Type of residence**

- This question is intended to gather information on trends in the United States.
- Information on number of people in household should not be shared with land**



## Question 8 & 9: Hispanic Origin & Race:

**How to Answer the (Confusing) Hispanic origin and Race Questions**

**Why this information is important:** The collection of Hispanic origin and race data is important for the well-being of Latinos in the United States. The information on the Hispanic origin of each person is aggregated in statistics that are used to show how many Latinos are in the country and where they live. These numbers are used to protect the civil rights of Latinos; for example, statistics on Latinos are used in drawing voting districts for Congress, state legislatures and other levels of government so that Latinos can elect candidates of their choice. Knowing the correct number of Latinos, African American, Asians, American Indians, and others, in the country helps us promote policies and programs that serve our communities.

**Isn't Latino/Hispanic my race?** The short answer is **NO**. According to the Census Bureau, Hispanic origin and race are two different concepts, and everyone should answer both questions even though many Latinos consider their Hispanic background to be their "race." **The Census Bureau says being Latino is an ethnicity, not a race.**

## Question 8: The Hispanic Origin Question

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this section, Hispanic origin and not race.

8. Is person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican/Mexican-Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin - Print the name (e.g., Dominican, Guatemalan, Salvadoran, Guatemalan, Guatemalan, Guatemalan, etc.)

The Census Bureau asks every person if he or she is Hispanic or Latino. **If the person is not Latino, the NO box should be marked and then proceed to the race question.**

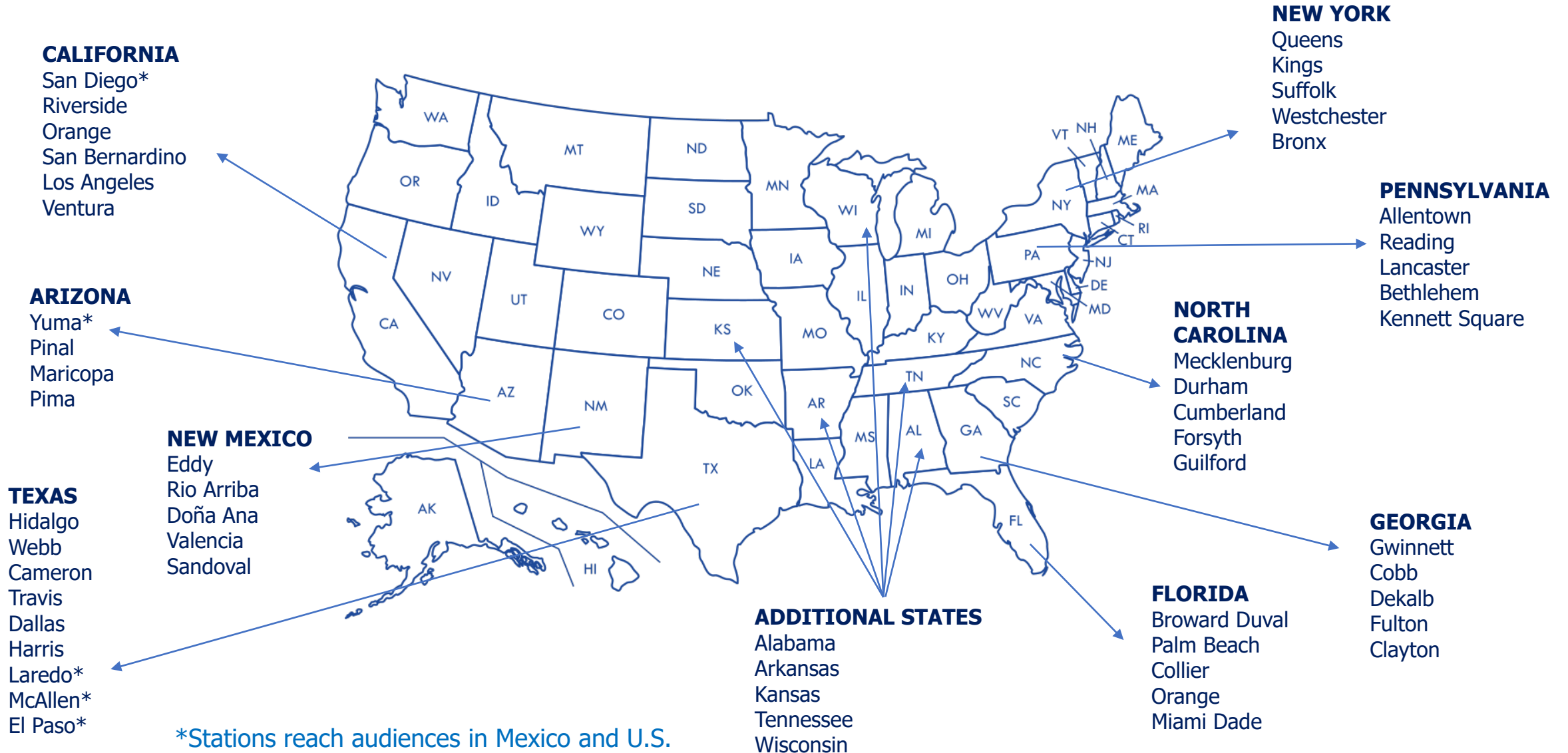
**If the person is Latino, there are four check boxes to mark:**

- Mexican/Mexican-American/Chicano;
- Puerto Rican;
- Cuban; or
- OTHER Hispanic.

**What if my origin is not listed?** If the person's origin is not listed, write-in the origin, race, or ethnicity in the space provided.

[HagaseContar.org/Resources](https://HagaseContar.org/Resources)

# Radio and Digital Ad Placement Strategy



# California

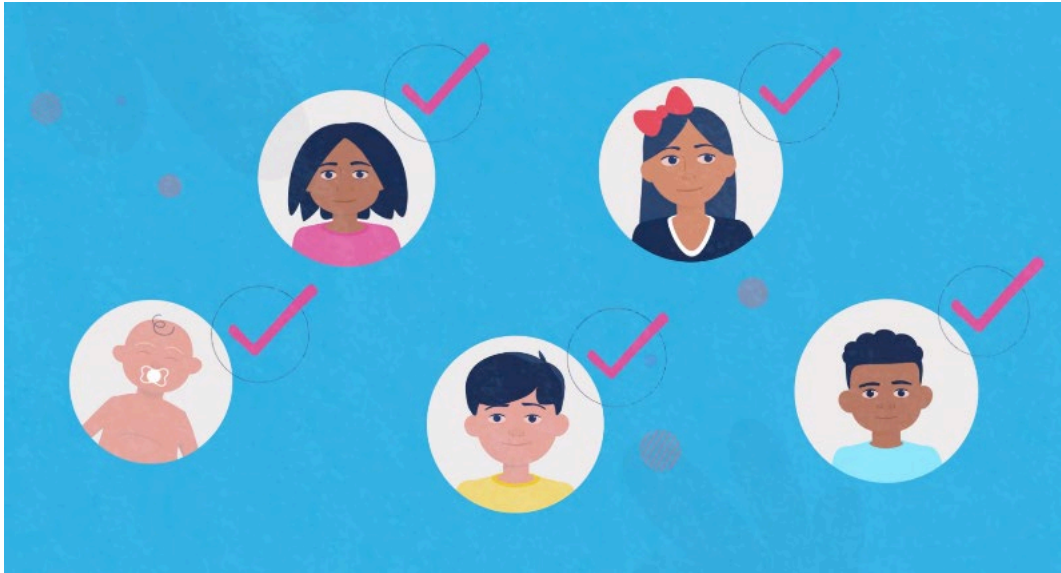
## NEF Latinx Radio + Digital Plan

Cost Per Spot	Radio	Stations	Points / Week
\$233.57	Los Angeles	Los Angeles & Orange Counties KLAX-FM, KLVE-FM, KLYY-FM, KRCD-FM, KSCA-FM, KXOL-FM, KLLI-FM	Points / Week
\$26.07	Oxnard-Ventura	Oxnard County KSSC-FM, KMLA-FM, KLJR-FM, KXLM-FM, KSCA-FM, KIST-FM	Points / Week
\$79.20	Riverside-San Bernadino	Riverside County KLYY-FM, KSCA-FM, KLVE-FM	Points / Week
\$70.83	San Diego	San Diego County KLNK-FM, XHTY-FM, KLQV-FM	Points / Week
\$49.69	Victor Valley - unmeasured	Victor Valley KLYY-FM, KXVV-FM, KLVE-FM, KXSB-FM, KSCA-FM, KVTR-AM, KWRN-AM	Spots / Week
<b>Radio Total</b>			

AUDIENCE	DEMOGRAPHIC TARGET	PLATFORM	CREATIVE
Latinas	Hispanic US (All); Female; Age 18-34	Facebook/Instagram	1x1 :15 video, 1x1 static, copy
Latina Moms	Hispanic US (All); Female; Parents (All)	Facebook/Instagram	1x1 :15 video, 1x1 static, copy
Latino Male Millennials	Hispanic US (All); Male; Age 18-34; EXCLUDE Household income top 50% and up and Relationship status married	Facebook/Instagram	1x1 :15 video, 1x1 static, copy
Older Latinos	Hispanic US (All); Age 45-64; EXCLUDE Household income top 50% and up	Facebook/Instagram	1x1 :15 video, 1x1 static, copy
Gen X Latinos	Hispanic US (All); Age 35-44; EXCLUDE Household income top 50% and up	Facebook/Instagram	1x1 :15 video, 1x1 static, copy
Latinas	Hispanic US (All); Female; Age 18-34	YouTube	:06, :15, :30 video
Latina Moms	Hispanic US (All); Female; Parents (All)	YouTube	:06, :15, :30 video
Latino Male Millennials	Hispanic US (All); Male; Age 18-34; EXCLUDE Household income top 50% and up and Relationship status married	YouTube	:06, :15, :30 video
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Gen X Latinos	Hispanic US (All); Age 35-44; EXCLUDE Household income top 50% and up	YouTube	:06, :15, :30 video

# Counting the Hard to Count

+ Latino Census Week of Action



Promoting the Full Count of  
Young Latino Kids



Targeting Latina  
Household Influencers



# Promoting the Full Count of Young Latino Kids

The *iHazme Contar!* campaign includes working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their communities about the importance of counting all children in the household – including young children.

- [Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;](#)
- Template resolutions for school boards;
- Earned media opportunities and digital media efforts;
- A subpage on our website with downloadable tools – [hazmecontar.org](http://hazmecontar.org);
- Encourage PTA and Parent Center leaders to participate in a **train the trainer** and train other parents and students using our template curriculum;
- Dissemination of key information around Census dates and operations to parents and students;
- Encouraging use existing school **notification systems** to remind parents of key census dates.



# Promoting the Full Count of Young Latino Kids

Building off the success of our last two animated videos, NALEO Educational Fund created a third animation video in English and Spanish that specifically targets individuals who play a role in the lives of Latino children – parents, aunts, uncles, grandparents, teachers, and caregivers.

**The animated video premiered in March 26, 2020 on YouTube, Facebook, Instagram, and Twitter.**



**THE PRESENT  
IS LATINA**  
BY LUZ COLLECTIVE

# Engaging Latina Millennials

“The Present is Latina” is a campaign by **Luz Collective** and NALEO Educational Fund that educates Latinas about the impact of 2020 Census on their futures and empowers Latinas to encourage their family, friends and peers to make themselves count. The campaign includes ready-to-share content, graphics, short videos, editorials, and more.

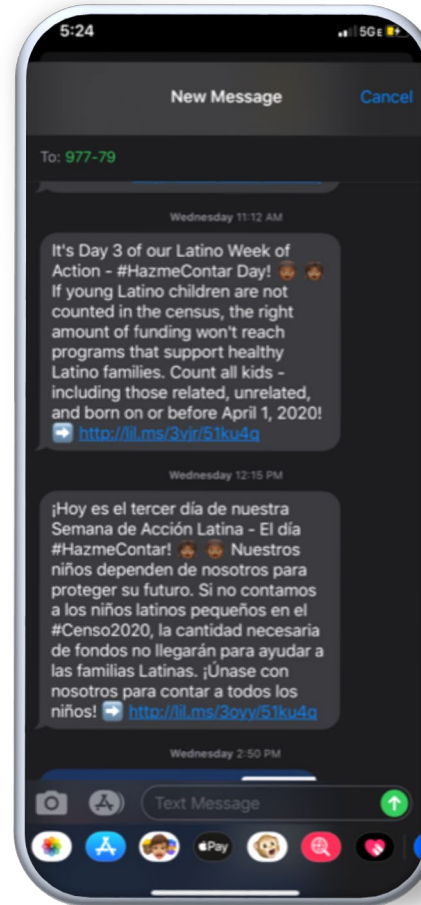




# SMS

## Join our campaign:

- Text **"CENSUS"** to **97779**
- Text **"CENSO"** to **97779**
- Text **"NALEOMEMBER"** to **97779**
- Text **"KIDSCOUNT"** to **97779**
- Text **"LATINASCOUNT"** to **97779**





# HAGASECONTAR.ORG

Bilingual Information and Resources



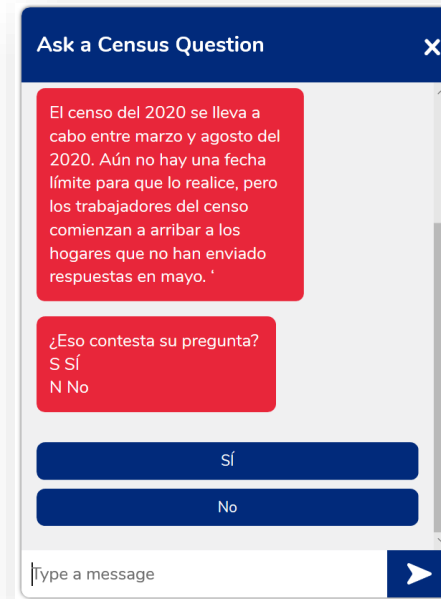
Downloadable  
Partner  
Resources



Direct Cell  
Connection to  
National Bilingual  
Hotline



Direct Assistance  
and Pre-Populated  
Chatbot



# NALEO Educational Fund's On-Going Assessment of Census 2020 and COVID-19

- Monitor and provide input on needed modifications to Census Bureau ad campaign
- Monitoring self-response rates
- Monitoring Non-Response Follow Up and other operations
- Close communication with top Census Bureau officials on operational adjustments
- Advocacy urging the Census Bureau to act with transparency, provide accurate and up-to-date information on operational changes to stakeholders and the public

# Thank you.



## **Lizette Escobedo**

Director of National Census Program

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Twitter: @NALEO #HagaseContar

[naleo.org](http://naleo.org) | [hagasecontar.org](http://hagasecontar.org) | [hazmecontar.org](http://hazmecontar.org)