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 15-16, 2020
Respond to the 2020 Census by October 31, 2020

ONLINE
Visit my2020census.gov

BY PHONE
Call 844-330-2020 for English or 844-660-2020 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

Instagram - @naleoedfund

Twitter - @NALEO

Census 2020 + Latinxs

Virtual Town Hall

Census 2020 + Latinxs

Latinx Week of Action

Censo 2020 y los latinos

Charla virtual por Facebook Live

Latino Census Week of Action

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

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

[Image 24x-128 to 581x343]

[191x458]Guidance on Hispanic Origin and Race Questions, FAQs on Modifications

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+ GENERAL QUESTIONNAIRE GUIDANCE

[Image 24x-128 to 581x343]
Radio and Digital Ad Placement Strategy

CALIFORNIA
San Diego*
Riverside
Orange
San Bernardino
Los Angeles
Ventura

ARIZONA
Yuma*
Pinal
Maricopa
Pima

TEXAS
Hidalgo
Webb
Cameron
Travis
Dallas
Harris
Laredo*
McAllen*
El Paso*

NEW MEXICO
Eddy
Rio Arriba
Doña Ana
Valencia
Sandoval

ADDITIONAL STATES
Alabama
Arkansas
Kansas
Tennessee
Wisconsin

NEW YORK
Queens
Kings
Suffolk
Westchester
Bronx

PENNSYLVANIA
Allentown
Reading
Lancaster
Bethlehem
Kennett Square

NORTH CAROLINA
Mecklenburg
Durham
Cumberland
Forsyth
Guilford

GEORGIA
Gwinnett
Cobb
Dekalb
Fulton
Clayton

FLORIDA
Broward Duval
Palm Beach
Collier
Orange
Miami Dade

*Stations reach audiences in Mexico and U.S.
## California

### NEF Latinx Radio + Digital Plan

<table>
<thead>
<tr>
<th>Cost Per Spot</th>
<th>Radio</th>
<th>Stations</th>
<th>Points / Week</th>
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<tbody>
<tr>
<td>$233.57</td>
<td>Los Angeles</td>
<td>Los Angeles &amp; Orange Counties</td>
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</tr>
<tr>
<td>$26.07</td>
<td>Oxnard-Ventura</td>
<td>Oxnard County</td>
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<tr>
<td></td>
<td></td>
<td>KSSC-FM, KMLA-FM, KLJR-FM, KXLM-FM, KSCA-FM, KIST-FM</td>
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<tr>
<td>$79.20</td>
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<td></td>
<td></td>
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</tr>
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<tr>
<td>$49.69</td>
<td>Victor Valley - unmeasured</td>
<td>Victor Valley</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>KLYY-FM, KXV-FM, KLVE-FM, KXSFB-FM, KSCA-FM, KVTR-AM, KWRN-AM</td>
<td></td>
</tr>
</tbody>
</table>

### Radio Total

#### Audience
- **Latinas**: Hispanic US (All); Female; Age 18-34
- **Latina Moms**: Hispanic US (All); Female; Parents (All)
- **Latino Male Millennials**: Hispanic US (All); Male; Age 18-34; EXCLUDE Household income top 50% and up and Relationship status married
- **Older Latinos**: Hispanic US (All); Age 45-64; EXCLUDE Household income top 50% and up
- **Gen X Latinos**: Hispanic US (All); Age 35-44; EXCLUDE Household income top 50% and up
- **Latinas**: Hispanic US (All); Female; Age 18-34
- **Latina Moms**: Hispanic US (All); Female; Parents (All)
- **Latino Male Millennials**: Hispanic US (All); Male; Age 18-34; EXCLUDE Household income top 50% and up and Relationship status married
- **Older Latinos**: Hispanic US (All); Age 45-64; EXCLUDE Household income top 50% and up
- **Gen X Latinos**: Hispanic US (All); Age 35-44; EXCLUDE Household income top 50% and up

#### Demographic Target
- **Latinas**: Hispanic US (All); Female; Age 18-34
- **Latina Moms**: Hispanic US (All); Female; Parents (All)
- **Latino Male Millennials**: Hispanic US (All); Male; Age 18-34; EXCLUDE Household income top 50% and up and Relationship status married
- **Older Latinos**: Hispanic US (All); Age 45-64; EXCLUDE Household income top 50% and up
- **Gen X Latinos**: Hispanic US (All); Age 35-44; EXCLUDE Household income top 50% and up

#### Platform
- **Facebook/Instagram**: 1x1.15 video, 1x1 static, copy
- **YouTube**: .06 :15 :30 video

#### Creative
- **Facebook/Instagram**: 1x1.15 video, 1x1 static, copy
- **YouTube**: .06 :15 :30 video

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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 ¡Hazme 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;
- 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.
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.
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

Our Time Is Now: Make Yourself Count In Census 2020

The Power of People

Ask a Census Question

¿Es correcto su pregunta?
Sí Sí
No

sí

No
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
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Twitter: @EscobedoLizette

Twitter: @NALEO #HagaseContar
naleo.org | hagasecontar.org | hazmecontar.org