



## California Complete Count – Census 2020 PICO California Faith-Based Sector

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to making an individual hard to count. Engaging the Faith-based sector has been prioritized as a successful outreach pathway to reach hard to count populations. Leveraging trusted relationships of faith leaders and congregation member to member relationships, the faith sector has proven to be a key strategy in previous Census efforts.

PICO California is galvanizing their statewide network of regional federations composed of twelve non-profit organizations composed of nearly 650 religious congregations and neighborhood institutions representing people across racial, economic, ethnic, and religious groups. PICO California's network is uniquely positioned as about 92 percent of PICO California's member congregations are located in or near the "hardest-to-count" census tracts. PICO California is coordinating with statewide and regional denominational partners to strategically and widely disseminate information about the 2020 Census through their networks. Materials are available in English and Spanish languages and use the frameworks of key religious traditions that connect to hard-to-count communities. They are also providing training and coaching for statewide and regional denominational partners so they can be confident spokespeople about the importance of the 2020 Census.

PICO California has worked with leaders of faith communities to develop a Census toolkit, messaging, and videos with faith leaders that will resonate with the individuals they serve. They have provided training to their affiliate network to ramp up social media outreach, conduct phone banking and text banking. Due to shelter-in-place, they are working with their faith partners on how to integrate Census messaging in online faith services, congregation phone trees and COVID-19 check in calls and provide census materials into COVID-19 care packages.

PICO California has subcontracted with the following affiliate organizations:

- Region 1: Sacramento ACT
- Region 2: True North Organizing Network
- Region 3: Faith in Action East Bay
- Region 4 and 6: Faith in the Valley
- Region 7: Inland Congregations United for Change
- Region 8: LA Voice
- Region 9: Greater Long Beach Interfaith Community Organization
- Region 10: San Diego Organizing Project

### WEBSITE

<http://www.picocalifornia.org/census-2020>

### FUNDING ALLOCATION

\$414,400

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