



California
COMMUNITY
Foundation

WE COUNT **LOS ANGELES**

Our Community. Our Census.

CENSUS 2020

PEER LEARNING LAB

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WCLA GUIDING PRINCIPLES

GROUNDED IN COMMUNITY LEADERSHIP

STRATEGIC:

Planning over 2 years that was community & evidence-based

AGILE:

Built to respond quickly from the beginning

INTENTIONAL ABOUT BUILDING CAPACITY:

Aimed at strength for the future

ACCOUNTABLE:

Measurement-driven

INNOVATIVE:

Willing to step outside of conventional areas in the face of challenges

INVESTED IN LEARNING:

Campaign provides best practices, dos and don'ts for a new era of civic engagement

DOGGED:

Committed to do whatever it takes to GOTC

WCLA ECOSYSTEM

Learning & Evaluation

ENGAGE R+D

USC ERI

Data Translation

**ADVANCEMENT
PROJECT**

*Data & Technical
Assistance*

ACTION BUILDER

Communications & Media

**FENTON
COMMUNICATIONS**

*ACBO, Grantmaker,
Strategy & Liaison*

**CALIFORNIA
COMMUNITY
FOUNDATION**

**PHILANTHROPIC
PARTNERS**

Philanthropy

Government

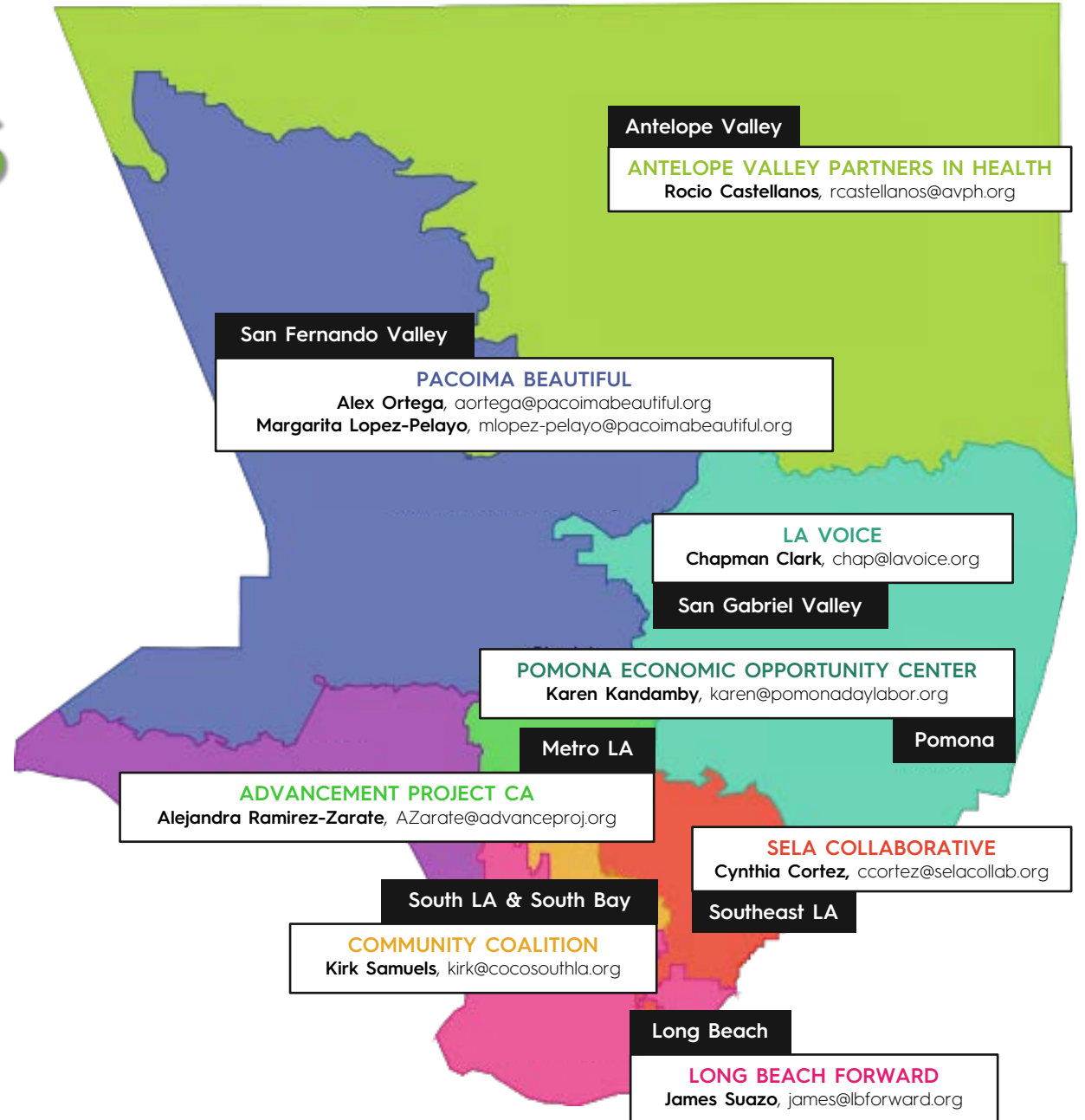
Community-
Based
Organizations

STATE
+
LA COUNTY
+
CITY OF LA
+
CITY OF LONG BEACH

REGIONAL CO-CONVENERS

+
GRANTEE PARTNERS

REGIONAL CO-CONVENERS



FUNDING SNAPSHOT

4+

waves of
grantmaking

8

regional tables
deployed

16

HTC
populations
targeted

60

languages
supported

115

organizations
funded

1008

census tracts
prioritized

1235

stakeholders
engaged
across
regional tables

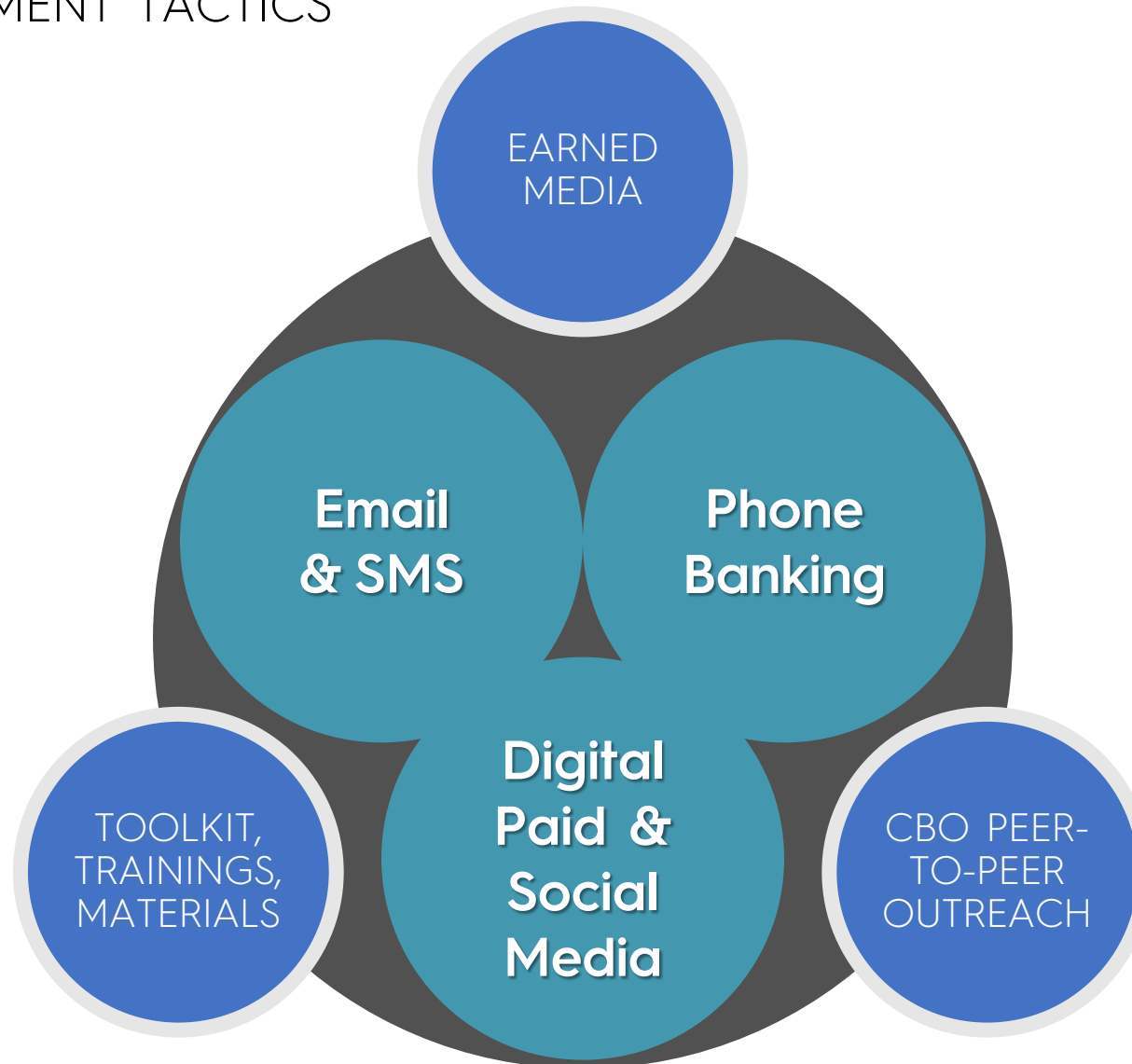
ORIGINAL WCLA STRATEGY

DIRECT OUTREACH & TACTICS



C-19 PIVOT WCLA STRATEGY

VIRTUAL ENGAGEMENT TACTICS



CURRENT WCLA STRATEGY

RE-ENGAGED IN-PERSON TACTICS



LEARNING & EVALUATION

EVALUATION ACTIVITIES


Pulse Survey #1
(March)

Pulse Survey #2
(June)

Final Survey
(9/15)

Secondary Data Analysis

Grantee & Multi-Stakeholder Interviews
(9/15-12/15)


Final Report



NATIONAL EVENTS


COVID-19


Protests


Elections (11/3)

CENSUS BUREAU EVENTS


Census Day
(4/1)


Census Extension
(4/13)

Day of Action
(6/17)

Week of Action
(7/27-7/31)

Census Ends
(9/30)

CAMPAIGN EVENTS


Pivot to Virtual & Socially Distanced Outreach (3/30)


Town Hall
(4/2)


Town Hall
(7/8)


Town Hall
Fall 2020

DIGITAL TOOLS AVAILABLE

With our last push, we have rolled out a large-scale ad campaign across general market and in-language TV stations.

Some of the ads that are now being featured across LA County are linked here in [English](#) and [Spanish](#).

[We Count LA campaign toolkit](#) remains the **one-stop shop for all things We Count LA messaging and materials**. New resources have been added, including:

- Updated [ThruText script](#)
- Enhanced [messaging toolkit](#)



PREVIEW OF DIGITAL TOOLS



PREVIEW OF DIGITAL TOOLS

ALL ASSETS CAN BE ACCESSED VIA THE [CAMPAIGN TOOLKIT](#), COME WITH TEXT AND INSTRUCTIONS FOR USING, AND ARE IN SPANISH TOO



Final Push Email

SUBJECT LINE: **Last chance to be counted in the 2020 Census**
SENDER: WE COUNT LA / [YOUR ORGANIZATION]

Friend / [FirstName],

Time is running out to be counted in the 2020 Census. September 30th, is the last day to participate.

We cannot wait for 10 more years. We cannot let this stop our communities from getting the resources we deserve. We must be counted.

[Take 10 minutes today to be counted and ensure you and your families get funding for resources like schools, hospitals, and housing for the next 10 years.](#)

[FILL OUT YOUR 2020 CENSUS TODAY!]

Our communities were undercounted in the 2010 Census – which caused us to lose millions of dollars in funding for essential resources. Now, the COVID-19 pandemic has made it crystal clear that our neighborhoods must have access to crucial emergency resources that will help keep our loved ones safe in times of crisis.

[You can fill out your form RIGHT NOW online at my2020census.gov or via phone by calling 844-330-2020.](#)

Speak out, stand up, and be counted NOW.

In Solidarity,



The census is available in 13 languages.

Fill it out today → my2020census.gov
844-330-2020



Fill out your census by September 30.

Call **844-330-2020**
or visit my2020census.gov



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LOOK AHEAD

- **EXPANDED MEDIA PARTNERSHIPS & UPLIFTED CENSUS STORIES:** We Count LA **creative and messages will take center stage** in supplementing the state's media program and help to fill gaps through focused partnerships with multi-cultural media across radio, TV, and digital. We will also continue to feature our **feature our network of trusted messengers** and make the most of each media moment.
- **NEW MESSAGING & SOCIAL CONTENT FOR PARTNERS:** As the September 30 deadline approaches, We Count LA has **shifted our messaging to increase the urgency of filling out the census and encouraging everyone to do it now.**
- **ON THE GO FOOD TRUCK "HYBRID CANVASSING":** Food trucks set up **in low-response neighborhoods incentivize customers with vouchers to fill out census forms** as they wait for their food order.
- **PHONE BANKING AND CANVASSING:** Ongoing canvassing and phone banking efforts continue to make a difference in raising the self-response rate in the hardest HTC tracts.



THANK YOU!

Let's get out the count!