Unlocking Efficient Civic Engagement for the 2020 Census
Census completion was at risk with COVID-19

The state of Washington saw the potential for digital outreach early on, and was able to unlock the effectiveness during the pandemic through the work of the WA Census Alliance.
In-person efforts needed to be replaced by digital communications - quickly

CommunityConnect Labs’ Census Outreach project helped Washingtonians learn about the Census using custom mobile solutions:

➔ Community Motivator
➔ Digital “Pledge to Be Counted” Card
➔ Outbound Messaging
The results:

98.4% people engaged
59% signed up for Census reminders
516 pledged to be Counted
The Results

8 adhoc campaigns sent to 4 partner lists
## Outbound Sends

<table>
<thead>
<tr>
<th>Date</th>
<th>Send Name</th>
<th># of Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1</td>
<td>May Day Reminder</td>
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</tr>
<tr>
<td>May 1</td>
<td>APIC Yakima Raffle 1</td>
<td>9</td>
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<tr>
<td>May 1</td>
<td>Completed Census</td>
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<td>May 4</td>
<td>APIC Yakima Raffle 2</td>
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<td>May 8</td>
<td>APIC Yakima Raffle 3</td>
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<td>May 15</td>
<td>Outbound 1 (Healthcare &amp; Essential Workers)</td>
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<tr>
<td>May 29</td>
<td>Outbound 2 (10 Minutes for 10 Years of Funding)</td>
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<tr>
<td>June 12</td>
<td>Outbound 3 (We Have Power)</td>
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<td>June 19</td>
<td>APIC Yakima Outbound</td>
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<td>June 30</td>
<td>OutSpokane Progress Pride Pin 1</td>
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<td>July 6</td>
<td>OutSpokane Progress Pride Pin 2</td>
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<td>July 17</td>
<td>LUSS Outbound</td>
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<td>July 17</td>
<td>Pasitos Gigantes Outbound</td>
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<td>July 24</td>
<td>Executive Order Messaging</td>
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<td>July 27</td>
<td>July Surge Messaging</td>
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<td>August 3</td>
<td>GOTV Messaging</td>
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<td>Sept 16</td>
<td>Census Promo Day</td>
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<td>Sept 25</td>
<td>Day of Action Follow-Up 1</td>
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<td>Sept 30</td>
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<td>Oct 1</td>
<td>Final Census Messaging</td>
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<tr>
<td>Oct 15</td>
<td>Census Last Day Messaging</td>
<td>670</td>
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</table>
We established feedback loops. People liked the messages.

“Hecho y compartido”
- “Done and shared”
  - WA resident

“Thank you for keeping us informed. I really appreciate your help… Keep up the great work”
- WA resident
Community Motivator Language Breakdown

Of the respondents who texted in to the platform for Community Motivator, this outlines a breakdown of their language of preference.

Languages available:
- English
- Spanish
- Kannada
Community Motivator: Reasons Why Breakdown

Of the respondents who texted in to the platform, this outlines a breakdown of the reasons why they wanted to be counted in the Census.

Other Reasons Listed:
- “All of the above”
- “Support seniors”
- “Khmer Americans are here to stay and we COUNT!”
- “Racial equality”
- “To protect LGBTQ rights”
How We Did It
Using Text Messaging to Drive Census Engagement

The Community Motivator invited respondents to customize a pledge card, get Census reminders, and supported mass outbound texting to reach voters across the state.
**Partner Engagement**

**Outspokane’s Progress Pride Pin Incentive**

- Complete the US 2020 Census & get a Progress Pride Pin!
- Text PRIDE to 332020 to learn how!

**APIC-SPS’s Raffle**

- It is not too late to join our census raffle to win one of the two $100 gift cards TODAY! Join the raffle by texting APICSPS to 332020 and get your pledge card by 6pm today, May 8. Email your pledge certificate to apic.southpugetsound@gmail.com to enter the drawing. You can also send in your photo, like the one below. Drawing and winners will be announced at 8pm live @ https://www.facebook.com/APICSPS/
- Good luck!
- Take 10 Minutes maximum for Census and for this great chance to win $! Join now!
WACensusAlliance Communications

**Washington Census Alliance** @CensusAlliance - Sep 16
14 days left to complete the 2020 Census! Text “census” to 332020 or visit my2020census.gov today!

**Washington Census Alliance** @CensusAlliance - Aug 13
Have you completed the census? If not visit 2020census.gov or text “census” to 332020

**Washington Census Alliance**
April 27 -
next 10 people to text "CENSUS" to 332020 get a surprise!

**WASHINGTON CENSUS ALLIANCE**

TEXT!!
"CENSUS"
TO 33-2020

probably all my mutuals

me
However, the real value we delivered was through our services & true partnership

As a non-profit our mission is aligned with your mission and we serve as an extension of your staff:

➔ Tailored content for stronger conversion
➔ Cleaned data for accuracy
➔ Provided support in 3 languages to help reach specific communities
➔ Quickly programmed and sent additional mass SMS text messages
➔ Added a short code for ease
➔ Customized for 66 WA Census Alliance organizations
Other opportunities for WA to leverage mobile messaging for communications

Now: **Contact Tracing Digital Check-in**
Support safe reopenings with a simplified way to collect info for contact tracing

**Mental Health Connect**
Dept. of Social and Health Services, or Dept of Indian Affairs connect people with non-emergent mental health resources via mobile messaging

**ElectionsOutreach**
WA Sec of State: Send updates, reminders, check status and help with ballot correction
Thank you!

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