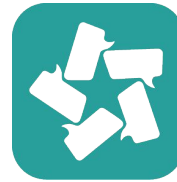




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CensusOutreach
A PROJECT OF COMMUNITYCONNECT LABS

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

Date	Send Name	# of Contacts
May 1	May Day Reminder	88
May 1	APIC Yakima Raffle 1	9
May 1	Completed Census	132
May 4	APIC Yakima Raffle 2	11
May 8	APIC Yakima Raffle 3	13
May 15	Outbound 1 (Healthcare & Essential Workers)	233
May 29	Outbound 2 (10 Minutes for 10 Years of Funding)	244
June 12	Outbound 3 (We Have Power)	249
June 19	APIC Yakima Outbound	165
June 30	OutSpokane Progress Pride Pin 1	111
July 6	OutSpokane Progress Pride Pin 2	29

Date	Send Name	# of Contacts
July 17	LUSS Outbound	30
July 17	Pasitos Gigantes Outbound	299
July 24	Executive Order Messaging	319
July 27	July Surge Messaging	72
August 3	GOTV Messaging	69
Sept 16	Census Promo Day	64
Sept 25	Day of Action Follow-Up 1	8
Sept 29	Day of Action Follow-Up 2	10
Sept 30	Day of Action Follow-Up 3	8
Oct 1	Final Census Messaging	65
Oct 15	Census Last Day Messaging	670

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”*

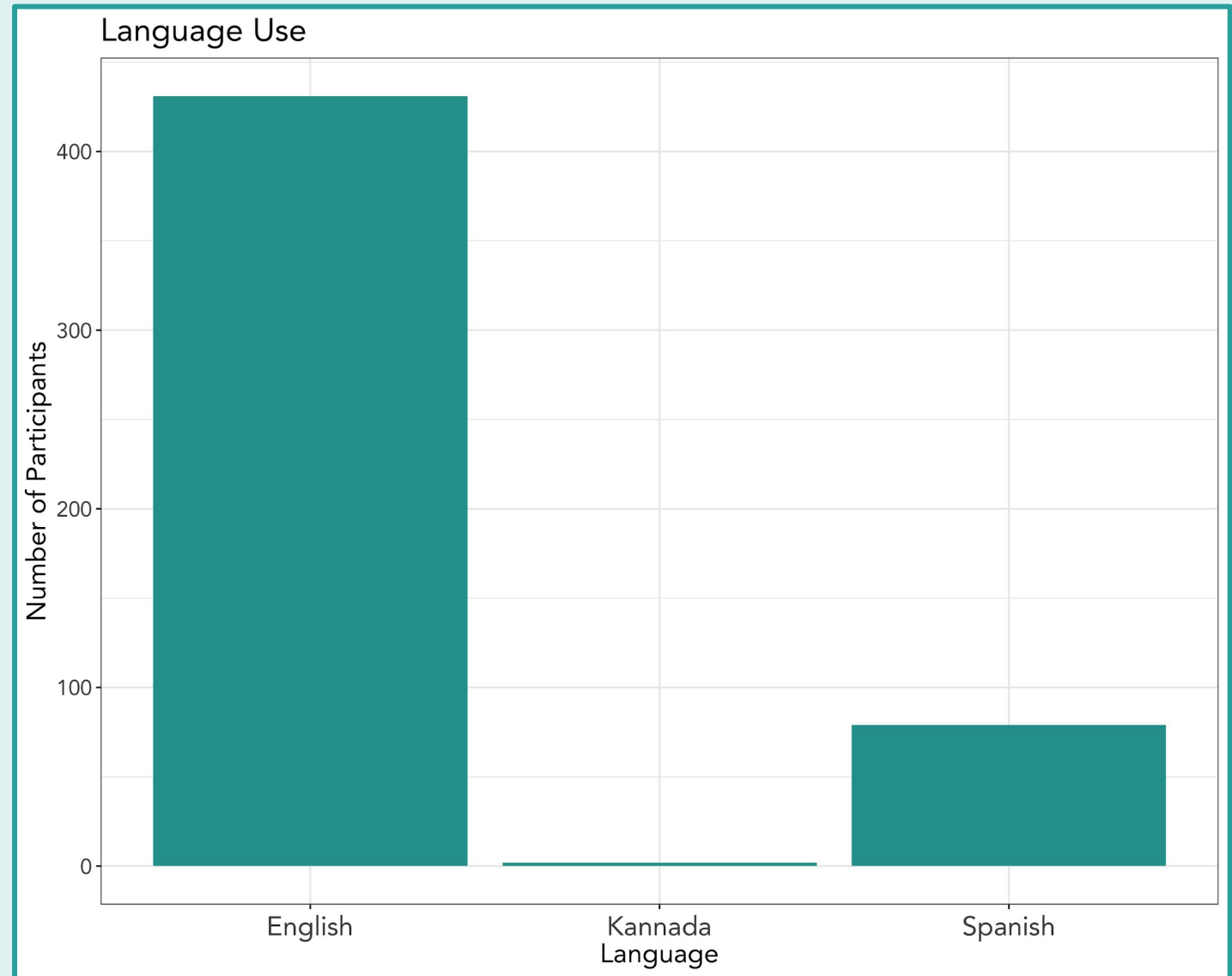
- WA resident

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

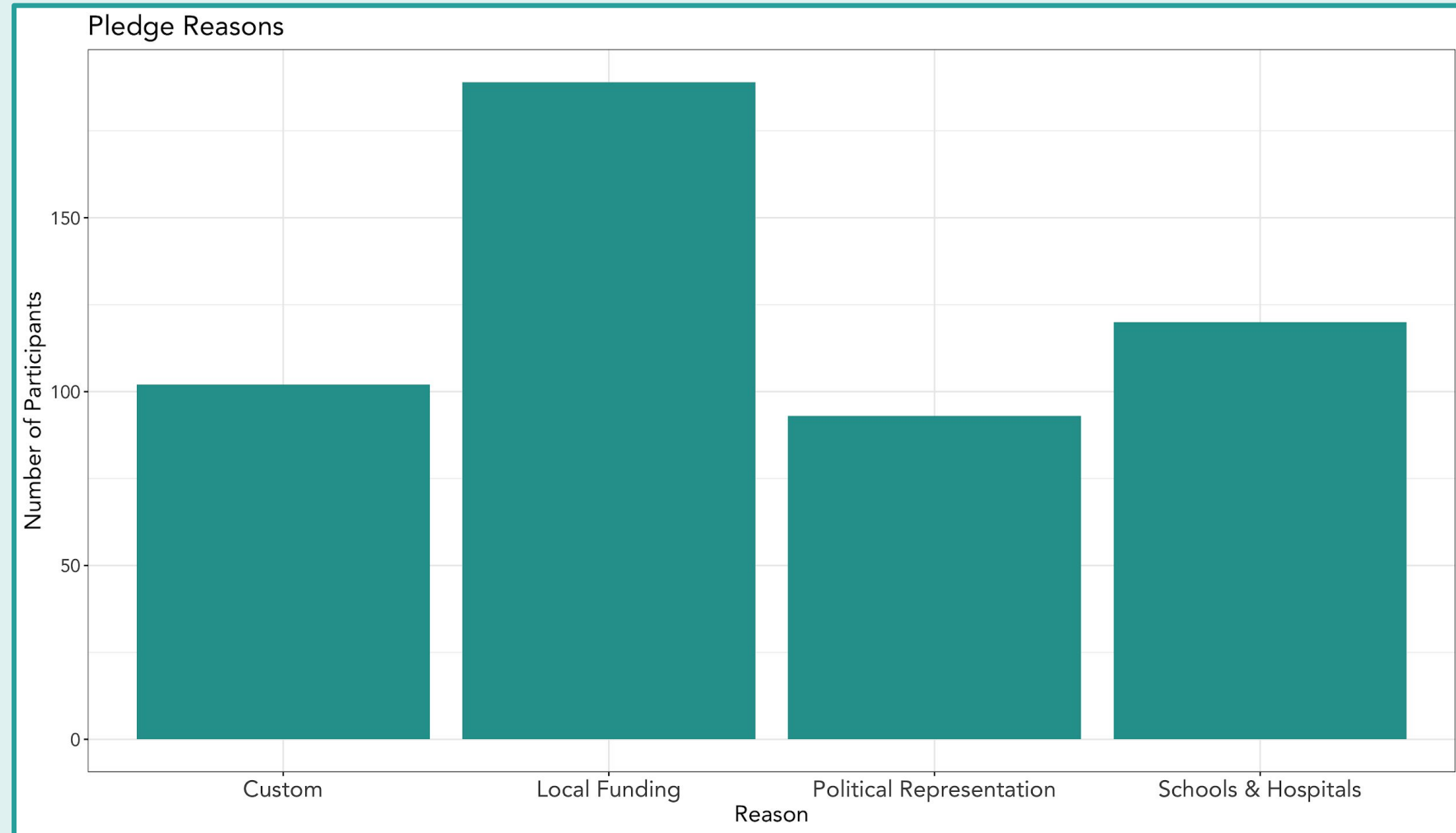


Community Motivator: Reasons Why Breakdown

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



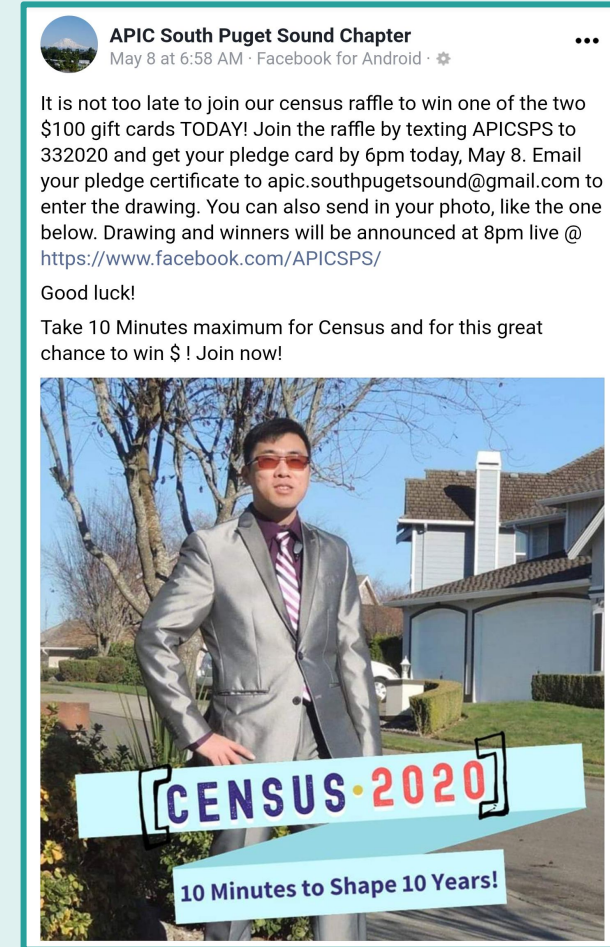
**Complete the
US 2020 Census
& get a
Progress Pride Pin!**


You Count.
You Matter.

 Text **PRIDE** to 332020
to learn how!

Message & Data Rates May Apply
Information collected will not be shared with a third party
and will be destroyed after the collection of the US Census.

Outspokane's Progress Pride Pin Incentive

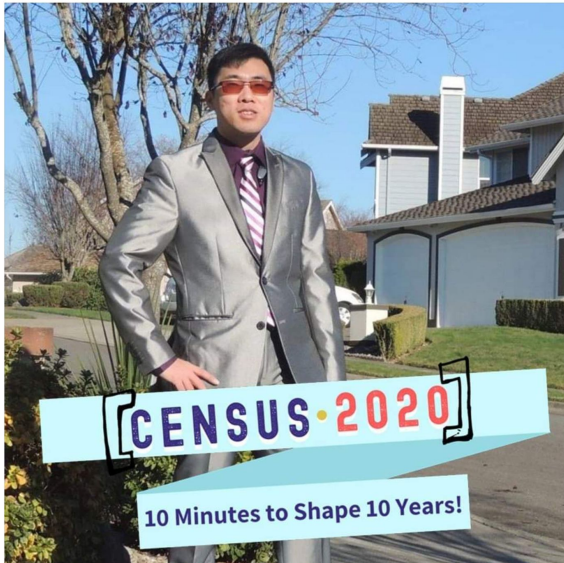


APIC South Puget Sound Chapter
May 8 at 6:58 AM · Facebook for Android · 🌐

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/>

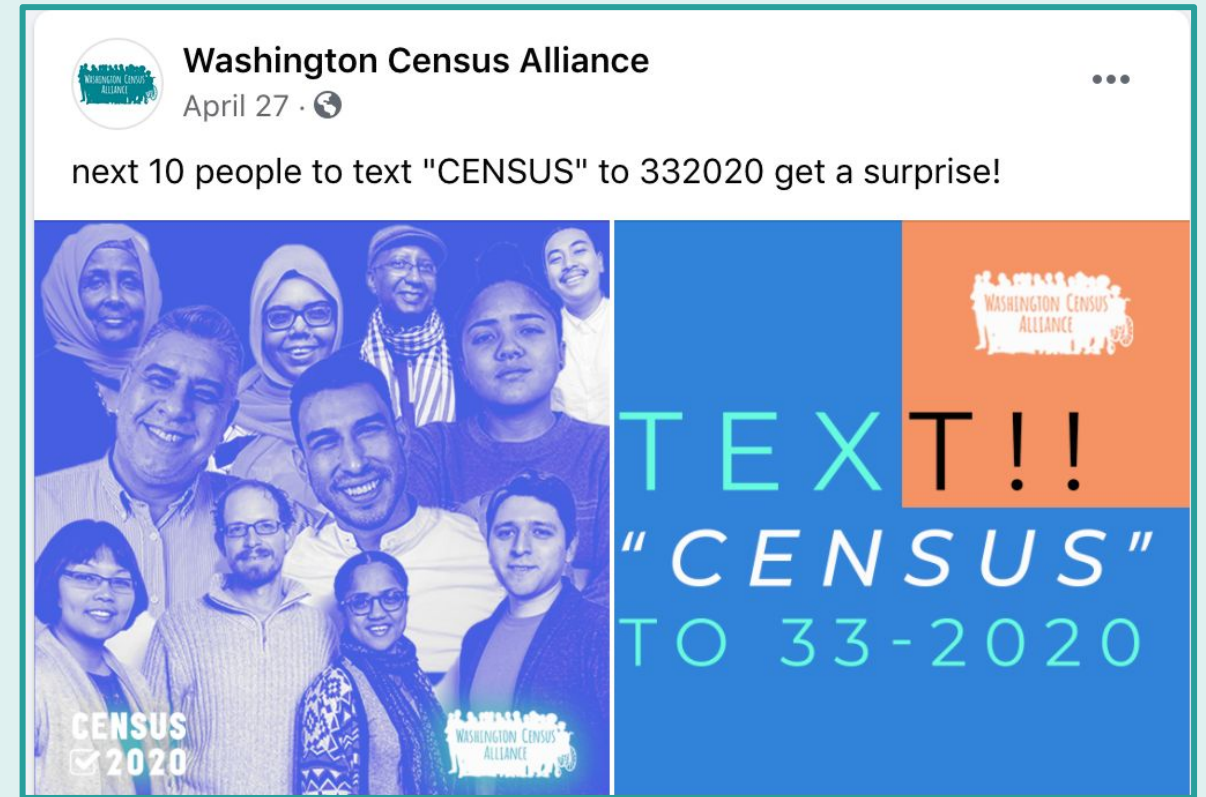
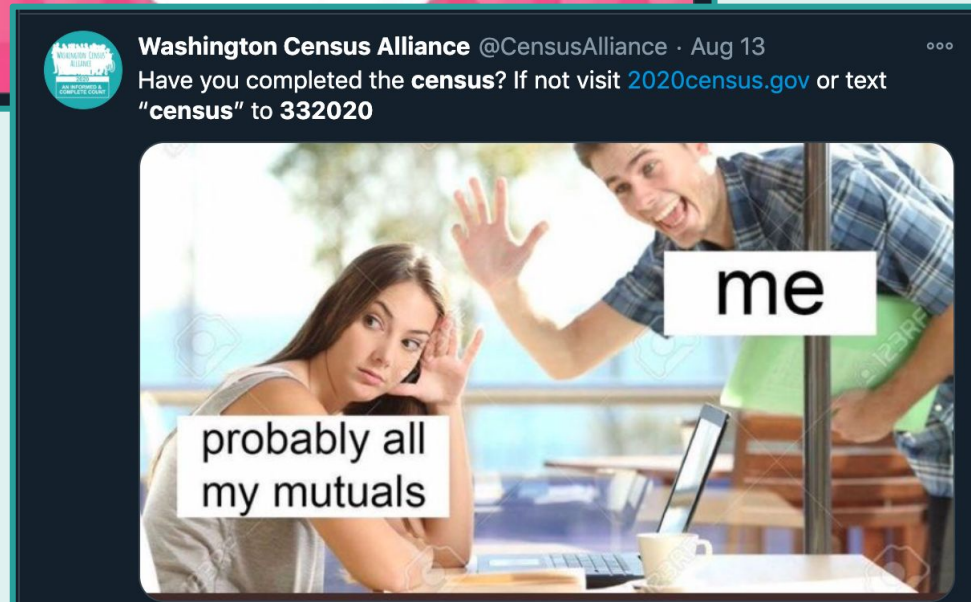
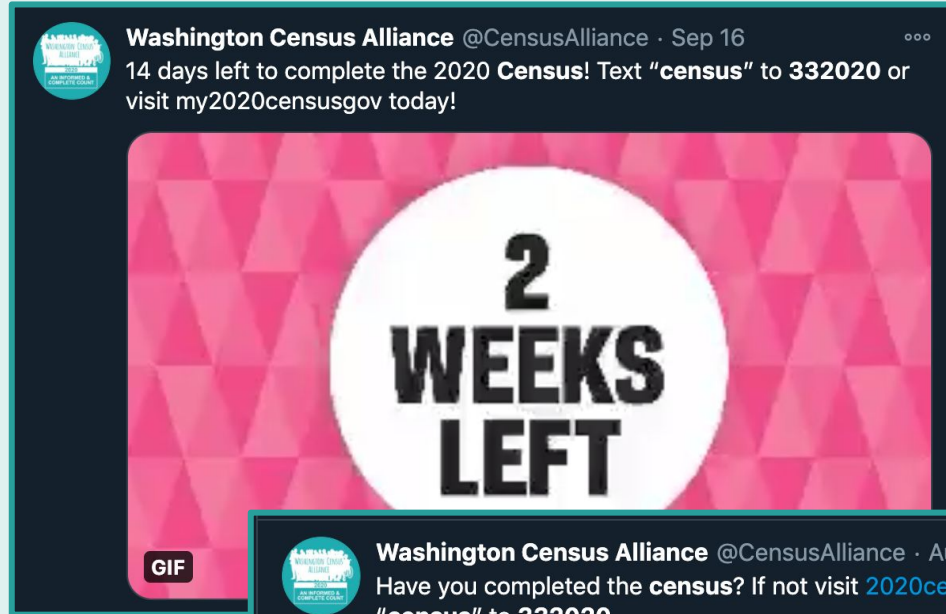
Good luck!

Take 10 Minutes maximum for Census and for this great chance to win \$! Join now!



APIC-SPS's Raffle

WA Census Alliance Communications



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!

www.communityconnectlabs.com | info@communityconnectlabs.com



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