



WASHINGTON NONPROFITS

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.

2020 CENSUS ACTION KIT FOR NONPROFITS

April 10, 2019



ABOUT US



WASHINGTON NONPROFITS

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.

*Visit us at www.washingtonnonprofits.org
to learn more and become a member.*

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.

Nonprofits in Washington State (2018)

County | All

Select Admin Boundaries County

Select Admin Entity All

Art, Culture & Humanities



Education



Environment and Animals



Health



Human Services



International



Membership Benefit



Public Benefit



Religion Related



Unknown

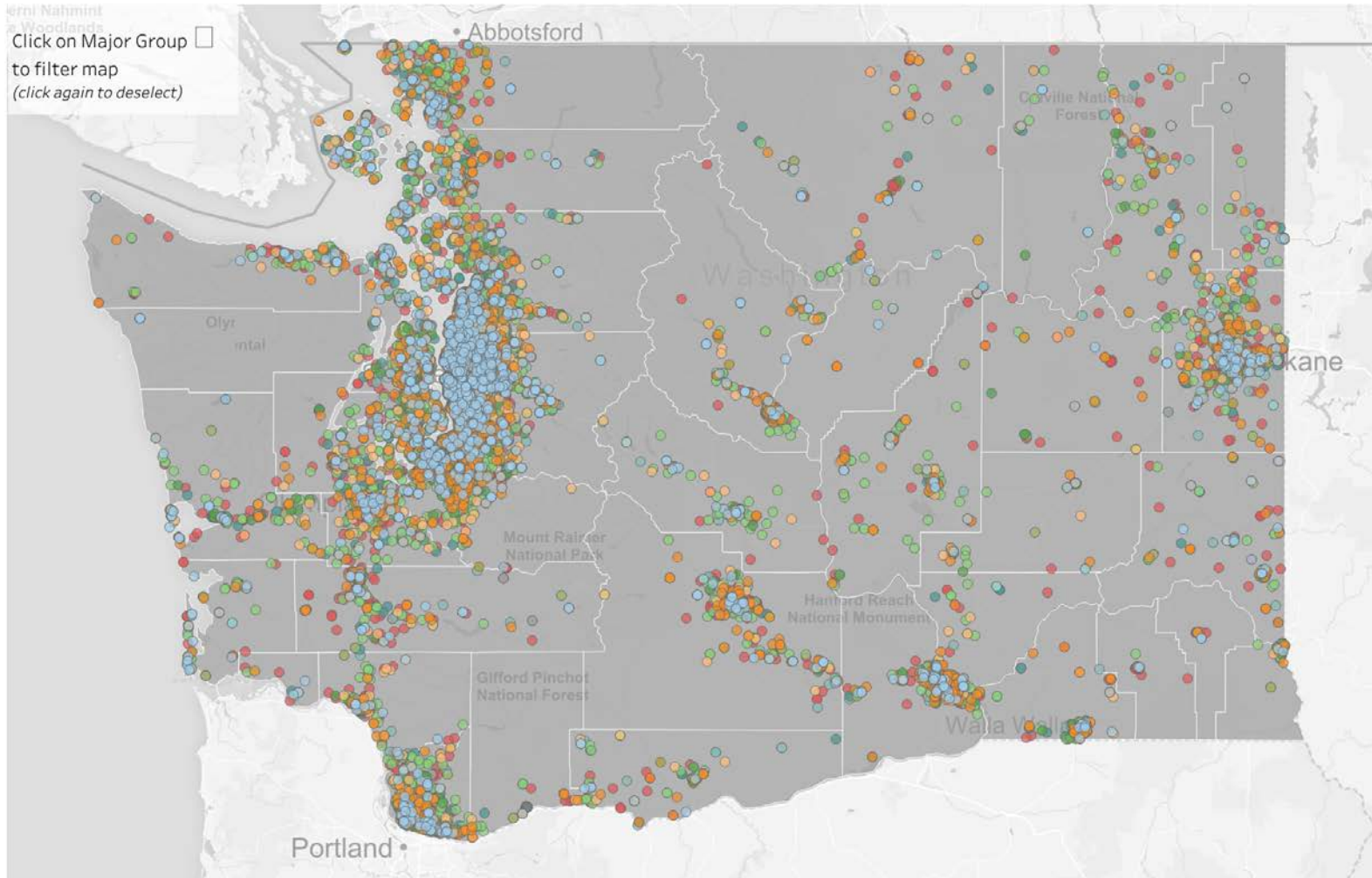


Total



Learn More

Click on Major Group
to filter map
(click again to deselect)





STAKEHOLDER RESEARCH SUMMARY

Key Findings in January 2019 Report:

- Nonprofits understand that the Census determines resource allocation.
- Knowledge of the Census is shaped by national and local media reports.
- Communities are distrustful of government and concerned about the data collection.
- **Overcoming concerns will require trusted messengers, like nonprofits, to do direct Census outreach.**



RECOMMENDATIONS FROM RESEARCH

Key Recommendations in January 2019 Report:

- Messaging: The Census is about empowering communities and future generations.
- Local-level organizing could benefit from state-level coordination.
- Dollars must be available for community groups to fully engage in Census organizing. Specific items cited included:
- Coordinated scenario planning for the citizenship question.



2020 CENSUS ACTION KIT CONTENTS

Core Outreach Materials

- One Pager
- 11X17 Posters
- Talking Points/FAQ
- Handbill
- Timeline
- Executive Director Letter
- Stickers
- Table Banner and Sign Templates

Online and Media Materials

- Press Release
- Letter to the Editor
- Social Media Images
- Phone Bank Script and Instructions
- Radio PSA Scripts
- Newsletter Article Template



OUR CENSUS ADVOCACY

Since 2017, Washington Nonprofits has:

- Released our 2020 Census video for nonprofits.
- Sent letters and delivered postcards to Congress urging full funding and the removal of the citizenship question.
- Advocated for Census funding in WA's 2019-2021 budget.
- Signed and circulated petitions and letters.
- Responded to Federal Register posts.
- Connected the WA Attorney General with nonprofits for litigation.
- Participated in the Complete Count Committee's Community Based Organizations Subcommittee's December meeting.
- Collaborated with the Washington Census Alliance.
- Joined Census discussions with other nonprofit state associations.



QUESTIONS AND THANK YOU

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