



Roles for Philanthropy Serving Organizations (PSOs)

Engage Members

Educate your members on what's at stake for the 2020 Census and encourage your members to promote a fair and accurate census count.

- **Collect examples from your members** on how they use census data to identify community needs, demographic trends that inform their grant making and/or examples of how their foundation uses census data to help measure impact. For example, the Nord Family Foundation in Ohio uses census data to drill down by county and city to determine unique community needs for proposals and to inform trustees of unmet needs or gaps in service.
- **Create fact sheets for your members and policymakers** on what's at stake for the 2020 census; why this matters to philanthropy and your state; and recommendations for funders. Your state contact for the census should help you compile the necessary data. See the following example from GCIR on California Counts! <https://www.gcir.org/sites/default/files/GCIR-California%20Counts%20Census.pdf>
- **Present to your board of trustees, policy committee and affinity groups** about how funders and nonprofits in your state were engaged in the 2010 census; what's at stake for the 2020 census; why this matters to philanthropy; your organization's planned efforts; and recommendations for how your members can engage in the effort. See the Council of Michigan's presentation to its board on the Forum's census project webpage.
- **Hold an educational forum** and/or host a session at your annual conference to share lessons learned from philanthropy's engagement in the 2010 census in your state. See the FCI report for details on funders that supported the census in 2010.
- **Form an affinity group** of members interested in the census and/or democracy efforts. The Minnesota Council on Foundations (MCF) convenes a Democracy Funders Working Group provides opportunities for MCF members to address grantmaking practices, issues, and public policy and systems change related to strengthening democratic systems and civic engagement. You can learn more about the MCF affinity group on the Forum's census webpage.

Advocate for the Census

Communicate with policy makers about the need to fully fund the census and partner with local and state officials to ensure a complete count.

- **Take a position in support of the census.** Encourage your board to adopt a position in support of a complete and accurate census count. A board position will allow your staff the flexibility to take positions on legislation and administrative actions in regards to the census. You can view examples of positions on the Forum's census webpage.

Federal Level Advocacy

- **Contact your members of Congress** and ask them to fully fund the census bureau in 2017 and 2018. See the FY 2017 and FY 2018 talking points on the Forum's census webpage.
- **Keep up to date on the latest federal policy** regarding the funding and design of the census at The Census Project website - <https://thecensusproject.org>.

State Level Advocacy

- **Meet with your State Demographer** or State Data Center Program that takes the lead in your state and partners closely with the Census Bureau. You can find the name of your state contact at <https://www.census.gov/about/partners/sdc/member-network.html>
- During your initial meeting you might want to think about asking the following questions:
 - What is the status of planning for the 2020 census, how is it going, are there any concerns about the emphasis on responding to the census via the internet?
 - Is there dedicated state funding for the census?
 - What is the process for setting up the complete count committee? How can you help?
 - Would your state contact be willing to help with locating key data from the 2010 census on how much the census guides in federal funding to the state, the financial loss of each person not counted, and data on the census tracts that were undercounted in 2010?

Local Level Advocacy

- **Encourage your members, to contact their local municipalities** to build awareness about the importance of the LUCA program and to encourage them to dedicate resources to the effort. The LUCA is a program through which representatives of state and local governments review, correct, and update the Census address list, which guides outreach efforts.
- **Contact statewide groups that represent local municipalities** (townships, counties and cities) and encourage them to educate their members on the importance of the LUCA program.

Connect with Nonprofit and Business Leaders

Meet with nonprofits to assess their interest & readiness for a nonprofit get out the count effort in the state/region, and partner with business leaders to ensure a complete count.

- **Reach out to the nonprofit community** in your state/region to learn about if or how nonprofits were involved in efforts to increase participation in the 2010 census, particularly in communities at risk of being undercounted. You may want to start with the state association of nonprofits - find your state association here <https://www.councilofnonprofits.org/find-your-state-association>, and with state voices - find your state table at <http://www.statevoices.org/tables/our-network/>.
- **Convene leaders** from the foundation, nonprofit, and business community to discuss what's at stake for the 2020 Census, your state's plans for the census and to strategize on tactics to ensure a complete count in your state.
- **Utilize the interactive hard-to-count mapping application** - an online tool, created by the City University of New York, showing where communities may be undercounted or where self-response rates may be lower. Release date: Spring 2017.