

National Get Out the Count (GOTC) Hubs

Organizations Funded by a National Funders Census Collaborative
As of June 2019

African Americans

Color of Change

Jennifer Edwards, Program Director – jennifer.edwards@colorofchange.org

National Urban League

Jeri Green, 2020 Census Senior Advisor – jerigreen202@gmail.com

Color of Change is taking on a number of activities to promote a robust census count through public opinion research, modeling & message development; micro-targeted digital advertising based off of previous messaging research; data acquisition and technology; and a dedicated Black grassroots and grassroots effort.

National Urban League will support messaging campaigns, distribute tool kits, and work with African and Afro-Caribbean groups to help plan for GOTC.

Arab Americans

American-Arab Anti-Discrimination Committee

Samer Khalaf, National President – skhalaf@adc.org

Janeen Rashmawi, Communications Manager – jrashmawi@adc.org

Arab American Institute Foundation

Maya Berry, Executive Director – mberry@aaiusa.org

The two organizations are working together on opinion research and effective messaging for their community. They are also implementing a national strategy for 2020 Census education and mobilization, serving as the coordinator of resources, information, and networking in support of Arab American outreach.

Asian Americans, Native Hawaiians and Pacific Islanders

Asian Americans Advancing Justice | AAJC

John Yang, President & Executive Director – icyang@advancingjustice-aaajc.org

Terry Minnis, Director of Census and Voting Programs – tminnis@advancingjustice-aaajc.org

AAJC is leading a two-phase strategy consisting of messaging research developed from focus groups and surveys and a national campaign for outreach to hard-to-count AANHPI communities.

Business and Business Organizations

ReadyNation (project of Council for Strong America)

Jeffery Connor-Naylor, Associate Director – jnaylor@readynation.org

ReadyNation is conducting outreach to the business community that includes creating a Business 2020 Census Council, encouraging businesses and business organizations to engage in census efforts, and developing toolkits to guide business in engaging in GOTC efforts.

Children

Partnership for America's Children

Deborah Stein, Network Director – dstein@foramericaschildren.org

Partnership for America's Children's goal is ensuring that all young children are counted in the 2020 Census and their work has three components: (1) Supporting advocacy by members to strengthen the Census at the local, state and federal levels; (2) Coordinating GOTC activities around the undercount of young children by members and other state and local child advocates; and (3) Developing outreach tools to use with families with young children based on opinion research to guide message development.

Civic Engagement Tables and Co-coordinator of States Counts Action Network

State Voices

Elena Langworthy, Census Program Manager – elena@statevoices.org

State Voices is conducting both a national and state effort to ensure a complete 2020 count through: partnering with census hubs in target states, GOTC planning and execution, conducting federal advocacy, facilitating partnerships between local government officials and the Census Bureau, organizing convenings, drafting materials, and providing technology and data assistance to groups. LCEF and State Voices coordinate States Counts Action Network.

Civil Right, National Hub Coordinator and Co-Coordinator of States Counts Action Network

Leadership Conference Education Fund

Beth Lynk, Census Counts Campaign Director – lynk@civilrights.org

Sonum Nerukar, Get Out the Count Manager – nerukar@civilrights.org

LCEF is the coordinator of the national hub organizations and is carrying out their GOTC Campaign in three phases: inform and educate national and community organizations, businesses and local officials that can serve as trusted messengers in hard-to-count communities; engage and mobilize by shifting focus from awareness-building to encouraging action; and, “search and rescue” by conducting non-response follow up assistance to the Bureau. LCEF and State Voices coordinate States Counts Action Network.

Faith-Based

Faith in Public Life

Myles Duffy, Vice President – mduffy@faithinpubliclife.org

Shepherding the Next Generation (project of Council for Strong America)

Tom Pearce, National Director – tpearce@shepherdingthenextgeneration.org

Faith in Public Life is convening a Census Faith Council on national faith organizations, recruiting and mobilizing over 500 Faith Census Ambassadors from hard-to-count communities, drafting sample sermons and flyers in English and Spanish, and organizing a Day of Action on April 1, 2019. They are also doing in-depth organizing in FL, GA, NC, OH, and VA, states where there are high shares of foreign-born Latinx and African American populations.

Shepherding the Next Generation mobilizes faith census ambassadors, employs trainings and public education to faith leaders, advocates for the census with lawmakers, and convenes 2020 Census Faith Councils.

Immigrant and Mixed-Status Families

Fair Immigration Reform Movement (FIRM)

Sulma Arias, Community Change, Interim Director of Immigrant Rights – sarias@communitychange.org

FIRM is developing a narrative and communications plan that includes media toolkits, earned media strategies, and more. They are also working in coordination with five national immigrant rights groups – CASA, CHIRLA, FIRM, Make the Road New York, and the Illinois Coalition for Immigrant and Refugee Rights – and developing state-based tables in three to five states.

Latinx

NALEO Educational Fund

Arturo Vargas, Executive Director – avargas@naleo.org

NALEO is carrying out its work in three phases: opinion research, message development and outreach; tailored messages, messengers, and media outreach that increase awareness of census importance; and tailored messages, messengers, and media outreach that empower Latino community to participate in Census 2020.

LGBTQ

National LGBTQ Task Force

Meghan Maury, Policy Director – mmaury@thetaskforce.org

The Task Force's Census plan consists of public education, policy advocacy, activating census champions, and GOTC events designed to reduce the undercount of the LGBTQ community.

Native Americans and Native Alaskans

National Congress of American Indians

Ahniwake Rose, Deputy Director - Ahniwake_Rose@NCAI.org

NCAI is leading a multifaceted approach that includes: an outreach component to develop and distribute educational materials, develop and distribute branded promotional materials, develop an Indian Country Counts toolkit, and develop communications infrastructure; a coalition building component that aims to convene a peer learning summit to launch national Indian Country Counts coalition, recruit members to the Indian Country Counts coalition, provide grants to tribes or intertribal organizations to execute local work plans, and hold coalition meetings with both national and regional representatives; and a community engagement and training component aiming to hold training events for advocates, NCAI conference events, and build out the census components of the NCAI website.

Low-Income People

Community Action Partnership

Denise Harlow, CEO – धारlow@communityactionpartnership.com

By leveraging the depth and breadth of the nationwide Community Action Network, which includes Head Starts, community action agencies, and others delivering services to low-income families, CAP will provide GOTC with expansive geographic reach and deep engagement with hard-to-count communities.

For more information: Karen Narasaki (karen@narasakijustice.com)