



CensusU Digital Organizing Trainings

Visit <https://censuscounts.org/digital-organizing-trainings/> to RSVP for upcoming trainings or view recordings of past trainings.

Upcoming Trainings:

Thursday, February 6th at 12PM ET – SMS 201

Sandi Fox from Smart Like a Fox, in coordination with PushBlack, will lead an advanced workshop on SMS programs for Census engagement, covering topics such as broadcast texting, P2P, and advanced targeting. Sandi has more than 11 years of digital strategy experience across multiple sectors, including government, political, non-profit, and private sectors. She most recently served as Digital Strategy Manager for Planned Parenthood and Planned Parenthood Action Fund for over three years leading their advocacy efforts. The training will feature best practices, success stories, and top-level recommendations for your organization, followed by a Q&A session and group discussion. [RSVP here.](#)

Tuesday, February 11th at 2PM ET – Facebook Census Workshop (90 minutes)

During the first 30 minutes Facebook will give an overview of new and updated policies – specifically their census, manipulated media, and political ads transparency announcements. A brief Q&A will be held after the overview. Then, Emilia Gutierrez from Facebook will lead a workshop on using Facebook for Census engagement programs. The workshop will cover best practices for both organic content and paid ads then answer your most pressing questions. [RSVP here.](#)

Tuesday, February 18th at 3PM ET – Digital Organizing For Census 201 Workshop

Building upon the existing skills, strategies, and tactics organizations have to support GOTC efforts for the upcoming Census, the Digital Organizing for Census 201 workshop will explore ways to further build upon programs such as SMS, email, social media engagement,

websites, and more. Topics will include testing and optimizing email, SMS, and social messaging, identifying and engaging relevant influencers and organizational ambassadors online, harnessing your online community for GOTC efforts, effectively measuring campaign successes, and other information to bolster your campaigns that target Hard to Count communities. The workshop will feature best practices, success stories, and other recommendations for your organization followed by a Q&A session and group discussion. [RSVP here.](#)

Thursday, February 27th at 12:30PM ET – How To Find Hard-To-Count Audiences Using Data

Mary Bogus from the Analyst Institute and Josh Nussbaum from the Movement Cooperative will host a workshop on how to identify hard-to-count audiences using audience models and Census Bureau data sources. These data sources can be instrumental in engaging your hard-to-count audiences through targeted communications such as canvassing, paid digital advertising, and mail. [RSVP here.](#)

Friday, March 6th at 12PM ET – Digital Advertising 201

Julia Ager, Founder of Sapphire Strategies and former Chief Digital Officer of the Democratic Congressional Campaign Committee, will lead this workshop on paid digital advertising. She will be answering questions such as: how do I put together a media plan? How do I use the paid advertising functions of specific platforms such as Facebook, Google, and Twitter? What are other vendors/platforms to explore? What are digital advertising best practices? What are key benchmarks for a paid digital program? [RSVP here.](#)

[Archive of Previous Trainings](#)

Crafting Your Census Campaign Plan

This training will guide you through the process of building a strategic census campaign plan. The Crafting Your Census Campaign Plan training will walk you through a strategic planning framework to focus your organization's census mission, goal, strategy and tactics. The training will also cover targeting tools, program measurement and [budget plans](#). Through participation in the training, you will be equipped to take census planning to the next level with our [Census Campaign Planning Template](#).

[Recording](#) + [slide deck](#).

Assessing Your Digital Readiness for GOTC

This training will introduce you to digital organizing tactics, tools and strategies for effectively mobilizing populations to complete the 2020 census. The training will cover how to do a “[digital inventory](#)” of your current skills, capacity, and budget at your organization. You will match your GOTC goals with digital strategies and tools and gain clarity on which approaches match the success of your team's objectives and capacity.

[Recording](#) + [slide deck](#).

Content Strategy for HTC Communities

This training will provide scalable guidance for creating your HTC outreach messaging strategy and introduce a digital content [distribution plan](#) for effectively engaging HTC communities. The training will help you develop a self-response ladder of engagement, build effective messaging strategies for HTC communities, and provide guidance for how your volunteers can generate new distributive content. You will also learn how to most effectively [translate content](#) that you've already developed for the census onto digital platforms.

[Recording](#) + [slide deck](#).

Developing Your Hard to Count List

While there are many similarities to a good voter outreach program, GOTC 2020 has its own unique set of challenges and nuances. Successful efforts must take crucial differences into account. This training will provide you with guidance on HTC targeting and clear insights on the pros and cons of various approaches (ie. using a voter file). We will review ways to analyze a current list as well as the benefits and challenges of popular methods to grow an HTC list. Additionally, you will learn [best practices](#) around data collection, data management and data privacy.

[Recording](#) + [slide deck](#).

Optimizing your GOTC Program

Building upon the 4 trainings prior, this training offers participants the finalizing elements of perfecting your GOTC program. We will analyze how to [report your GOTC program](#), how to make real-time pivots as challenges arise, and how to be well-positioned for various stakeholder inquiries (ie, donors and partners). Based on feedback, we will also go in depth on [digital ads](#) in this training. We will be talking about the different types of digital ads available, why they might be a good choice for your organization, and how to approach using them.

[Recording](#) + [slide deck](#).

Integrating Offline and Online Census Programs

Cheryl Contee from Do Big Things will lead this workshop that will address a key challenge that many organizations face: [how to integrate](#) their offline Census programs, such as field work and in-person organizing, with their online Census programs, such as email, social media, SMS, and website resources. Too often organizations feel like these in-person and online efforts are siloed, without a proper way to incorporate messaging, data, actions, feedback, and other elements of their Census 2020 campaigns. The training will feature best practices, success stories, and top-level recommendations for your organization, followed by a Q&A session and group discussion.

[Recording](#) + [slide deck](#).