



CAMPAIGN SYNOPSIS: WASHINGTON CENSUS EQUITY FUND CENSUS 2020

APRIL 1, 2019

TIMELINE

April 1, 2019

CAMPAIGN GOALS

Announce the Washington Census Equity Fund to the public and media.

Promote awareness of the census and its importance.

Provide opportunities for individuals to contribute to the Fund thru the Click & Pledge portal and engage in census activities.

LOCAL GOALS

Align messaging among pooled fund partners to collectively amplify the nationwide activation April 1 messaging and Fund announcement across diverse communities throughout the state.

AUDIENCE

Statewide media (including ethnic media)

General public

Community organizations and non-profits

MESSAGING FRAMEWORK

- **Philanthropy and Census 2020**

- We support a robust and accurate census count and actively call upon state and federal governments to fully fund Census 2020.
- The philanthropy sector is assuming an advocacy role in preparing Washington communities for the census.
- A robust and accurate census matters to philanthropy, a sector committed to promoting vibrant and equitable communities, and relies on data to better direct resources to the most critical issues in the region.

- **Washington Census Equity Fund**

- The Washington Census Equity Fund is a statewide pooled fund of 20 philanthropy partners that will support Census 2020 outreach, education and resources to ensure a robust and accurate census count.
- The Fund has more than \$1.1 million in philanthropic investment.
- A goal of the Fund is to prioritize funding for outreach to hard-to-count communities.
- This partnership lays the groundwork for future philanthropic collaboration that can be more nimble and responsive to community needs.
- Funds will be released this summer and an RFP announcement will be released early spring 2019.
- Individuals can make a difference to their local communities by contributing to the Fund thru the donate page managed by Philanthropy Northwest.

- **General Census 2020**

- The U.S. Constitution mandates that a census of the population be conducted once every 10 years.
- Census data is used to determine how more than \$800 billion in federal funds are distributed back to local communities every year for services and infrastructure, including schools, hospitals, fire departments and roads.
- An accurate Census 2020 count will determine the allocation of federal resources to the state.
- Washington received \$16.7 billion from 55 federal spending programs in 2016 based on the 2010 census data.
- State funding for census outreach would better Washington communities for a generation.
- An incomplete count would cost our state political influence and money—without a chance to fix the problem for 10 years.

- **Hard-to-Count Communities**

- The risk that Washingtonians will be undercounted is real. Washington has more than 1.6 million residents from historically “hard- to- count” population groups, including communities of color, Native Americans both on and off tribal lands, immigrants and limited English speakers, young children and rural residents of all backgrounds.
- Ensuring hard-to-count communities’ participation in Census 2020 requires additional resources and expertise by community leaders and organizations.
- State funding can increase the capacity of organizations that are best positioned to improve census participation by hard-to-count communities.

Taglines

You Count

Together We Count

Calls to Action

Donate

Drive Change

Get Updates

Hashtags

#2020Census

#CountMeIn

#WACensusEquity

#WACounts

Opportunities to Share the Campaign Message

Media Relations

Customizable Press Release: Using your regional media list, submit the press release to your local outlets to announce your organization's participation in the pooled fund and start a discussion about the importance of the census.

Please share any earned media opportunities you receive with Philanthropy Northwest so that we can track April 1st related media mentions and share press on social media.

Social Media

April 1st: "National Census Day of Action"

We recommend participating in the national Census Counts 2020 campaign on Twitter and that you use the hashtag #CountMeIn with every post to connect and engage with your target audiences.

#CountMeIn Twitter Storm | 2PM ET / 1PM CT / 12PM MT / 11AM PT / 8AM HT | Raise your voice! Join in on a national twitter storm on the importance of the census and why we say #CountMeIn.

#MillennialMonday Twitter Chat | 3PM ET / 2PM CT / 1PM MT / 12PM PT / 9AM HT | Join Young Invincibles and partners in a chat about the importance of the #2020Census and why millennials should care.

Twitter:

- We're excited to announce our partnership in the #WACensusEquity Fund, supporting #2020Census outreach and education opportunities for a robust and accurate count. #WACounts [{INSERT LINK TO PRESS RELEASE}](#)
- The census is your voice. Census data drives resources into our communities. Make sure your voice is heard. Say #CountMeIn by advocating for a robust and accurate #2020Census. <http://bit.ly/2Udj9mi>

- A robust #2020Census is the 1st step in making sure our communities have good jobs, roads, healthcare, and schools – now and in the future. Make a difference to your community by donating to the #WACensusEquity Fund. **{INSERT LINK TO DONATE PAGE}**

Facebook:

- We're excited to announce our partnership in the Washington Census Equity Fund to support a robust and accurate #2020Census. A robust census is the first step in making sure all our communities have healthcare, good jobs and schools for a vibrant and more equitable future. #WACounts **{INSERT LINK TO PRESS RELEASE}**
- The census affects national funding for hospitals, highways and classrooms. Washington needs to say #CountMeIn for the #2020Census. Contact your state elected officials today and tell them to fund an accurate census count. Drive change: <http://bit.ly/2Udj9mi>
- We want the best for our communities -- good schools, good roads, and better healthcare. Without an accurate #2020Census count, Washington risks losing out on at least \$16 billion dollars of funding per year. #CountMeIn #WACounts <http://bit.ly/2Owfv8i>

Email or Newsletter

Subject: Act Now for an Accurate 2020 Census

Sample Copy: One year from today the 2020 Census will be in full swing and we only have one chance to get it right. The census is once-in-a-decade opportunity to get increased federal funding and representation for our state—but over 1.6 million Washingtonians are at risk of being left out of the count. An incomplete count means less money for our schools, roads and hospitals. We've partnered with more than 20 philanthropies in the Washington Census Equity Fund **{HYPERLINK TO WEBSITE URL}** to support a robust and accurate 2020 Census. **{LEARN MORE -link to press release}**

Sub-head: Support the Washington Census Equity Fund

A robust census is the first step in ensuring our communities have a vibrant and more equitable future.

You can make a difference to local communities by contributing to the Fund, managed by [Philanthropy Northwest](#).
(DONATE – link to click and pledge page)

Sub-head: Washington Counts

What's at stake? No less than equal political representation and access to schools, hunger programs, fire and police departments, roads and public transit and so many other vital parts of life in our neighborhoods. Contact your state elected officials and tell them to fund a robust and accurate 2020 Census. (DRIVE CHANGE - <http://bit.ly/2Udj9mi>)

Sample Images

