



## FCI Briefing Series: Census 2020 Messaging Testing Results

- **Thursday, September 6 at 3pm-4pm ET | 2pm-3pm CT | 1pm-2pm MT | 12pm-1pm PT**  
*Presented by Color of Change*
- **Wednesday, September 12 at 3pm-4pm ET | 2pm-3pm CT | 1pm-2pm MT | 12pm-1pm PT**  
*Presented by NALEO*
- **Thursday, September 20 at 3pm-4pm ET | 2pm-3pm CT | 1pm-2pm MT | 12pm-1pm PT**  
*Presented by Asian Americans Advancing Justice - AAJC*

**Please note:** these briefings are open to funders and field partners.

### [Register Here](#)

The Funders Census Initiative is pleased to present the first three briefings on census messaging results in partnership with the Democracy Funders Collaborative Census Subgroup. This year, national field partners were funded to conduct get-out-the-count messaging research to identify messages that resonate with hard-to-count communities. Three of these national partners will be presenting their findings. As more national partners finalize their results, we will schedule additional briefings.

During each webinar, attendees will learn about:

- The methodology used by each organization
- The findings of their message testing
- Recommended messengers and messages

Please come with your questions, we are leaving the majority of the hour for a robust discussion.

**Cosponsors:** Asian Americans Advancing Justice - AAJC, Associated Grant Makers, Bauman Foundation, Chesapeake Bay Funders Network, Color of Change, Democracy Funders Collaborative Census Subgroup, Environmental Grantmakers Association, Forefront, Funders for LGBTQ Issues, Funders Together to End Homelessness, Grantmakers Concerned with Immigrants and Refugees, Grantmakers Council of Rhode Island, Grantmakers In Health, Grantmakers Income Security Taskforce, Hispanics in Philanthropy, Leadership Conference Educational Fund, Minnesota Council of Foundations, NALEO, National Committee for Responsive Philanthropy, NY Funder Alliance, Philanthropy California, Philanthropy Network Greater Philadelphia, Philanthropy New York, Philanthropy Northwest, Sustainable Agriculture & Food Systems Funders, United Philanthropy Forum

**Moderated by** Karen Narasaki, Consultant to the Bauman Foundation

### **Speakers:**

- September 6 - Arisha Hatch, Color of Change
- September 12 - Arturo Vargas, NALEO
- September 20 - John Yang, Asian Americans Advancing Justice - AAJC

## Opinion Research to Develop Culturally Resonant Messages

Even before the addition of the citizenship question to the 2020 census, we knew it would be challenging to count those who are already historically undercounted given the current political climate towards immigrants and people of color, and the high level of distrust in government. The Census Bureau has conducted opinion research in a few of the languages appropriate for our targets and has future plans for various HTC communities. However, we don't know their timing (except they are behind schedule because of funding limitations) or the specifics of what they will test. So additional, immediate testing for the kinds of messages more appropriate for trusted community voices is necessary.

Ideally, there would be opinion research in every language and also in the various audience segments and subpopulations in each group. Of course, that is not feasible given the number of languages, dialects and diversity of population segments that are present in the U.S. as compared with the philanthropic funding available for census work. To get the ball rolling, the funder collaborative identified top priorities for research and has been raising funds to support the following groups to conduct such research (more funds are still needed):

Lead Research Organization	Target Audience for Research
Color of Change	African American
NALEO Educational Fund	Latino
Asian Americans Advancing Justice   AAJC	Asian American
National Congress of American Indians	Native American
Arab American Institute Foundation & American-Arab Anti-Discrimination Committee	Arab American
Partnership for America's Children	Young Children

This work is complemented and augmented by additional research funders are supporting in some states, such as in Minnesota and California.

Building on these research efforts, the goal is to develop messages to encompass the different outreach phases: from awareness and positive branding, to persuasion and movement to participation. The plan is that those leading the research will test their messages, mostly through social media, to refine them and verify that they work.

The research findings – including those from the Census Bureau – and the messages derived from the research will be widely shared within our community so that we can maximize our limited resources and not unnecessarily duplicate efforts. The Funders Census Initiative at the Funders' Committee for Civic Participation along with a number of other co-conveners are hosting a series of webinars to share the research findings from each of the above lead organizations. Funders and stakeholder groups are invited to these webinars. (See the attached description of the webinars and the various hosts.)

The first webinar, led by Color of Change, will be Sept. 6 from 3 pm to 4 pm (ET). It will be followed by a presentation by the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund on Sept. 12 from 3 pm to 4 pm (ET) and then Asian American Advancing Justice | AAJC on Sept. 20 from 3 pm to 4 pm (ET). Others will be scheduled as data becomes available.

If you have any questions about the census GOTC messaging plans or are interested in helping to support these efforts, please let me know.

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