



Sustained Civic Engagement: Getting Out the Count and the Vote

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About NALEO Educational Fund



**Empowering Latinos from
citizenship to public service.**

The nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

Established in 1981, NALEO Educational Fund is governed by a 15-member Board of Directors.

NALEO Educational Fund achieves its mission through three major strategies:



**Policy, Research
& Advocacy**



**Constituency
Services**



**Civic
Engagement**



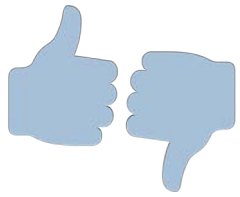
The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The *iHázme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- ✓ “Train-the-trainer” workshop opportunities;
- ✓ State of the Census 2020 briefings;
- ✓ Campaign material and promotional information;
- ✓ Public awareness events and informational panels;
- ✓ Digital and traditional media efforts;
- ✓ National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676);
- ✓ Informational Website: **hagasecontar.org** (launches April 1, 2019).





Sustained Engagement Opportunities

Census provides a unique opportunity for **sustained civic engagement**

According to previous research by the NALEO Educational Fund -- converting low propensity voters to mid / high propensity voters requires sustained engagement.

Relational organizing is key to developing trust in the community

Developing brand identity, name recognition, and a relationship between organization and voter is only achieved through sustained ongoing engagement

It is key to deliver one message, one call to action, and meet voters where they are



Challenges

Sustained midterm and general election GOTV campaigns might create voter / contact fatigue at the doors.

According to our census messaging research, people are weary about home visits

Collecting online census questionnaire entries via third party assistance might create more security challenged than opportunities

- Title 13 protections only cover sworn in enumerator
Census Bureau staff

Developing an outreach effort that does not combine message but sustains communication through a timeline strategy is most effective

Integrated GOTC-GOTV Timeline



2019



September 4: National Voter Registration Day

2020



February 17: CA Voter Registration Deadline

March 3: CA Primary Election



March 12 - April 30: Self Response phase of census



April 1: CENSUS DAY!



May 13 – July: Primary NRFU operation

September 2: National Voter Registration Day



October 19: General Election Voter Registration Deadline

November 3: General Election

In 2019 the NALEO Educational Fund conducted a GOTC experiment among Latinos in Inland Empire & Orange County

"Which mode of contact is most effective in persuading a registered voter to fill out online survey?"

Experimental conditions –

- SMS Reminder
- Telephone Reminder
- No Reminder

Research Goals:

- Test engagement strategy
- Use findings to fine-tune Census community education and mobilization campaign
- Share and iterate

Methodology

- at least 8k Latino household in OC,
- at least 8k Latino household in the IE.
- Low propensity voters that live in high, Census low response score areas.

Findings



Phone treatment of voters did not yield any online survey completions

- Older Latinos rely on landlines
- Adding SMS reminder might increase participation

SMS treatment of voters were more likely to complete the online survey

Latinos are Hard to Reach – phone number quality and “not home” rates continue to diminish effectiveness of phone campaigns



Latinos are diverse in how they communicate

- Latino youth are driving social media use
- 18-24 Latino youth had higher response with cell phone over landline

Additional Recommendations:

- **Phone reminder followed by SMS** might yield more responses
- Messages sent from **trusted messengers**
- Ensure that an SMS program is preceded by **meaningful engagement.**

Recommendations

Consider using age group targets for SMS and Phone programs.

- Older Latinos can be contacted via phone with SMS reminder message.

Use **tested messages** to persuade a household to fill out the Census

Use **trusted messengers** and multiple engagement opportunities

Identify additional **data sources** to supplement phone lists

Ways to get involved with Census 2020

- ✓ Disseminate census information and education via direct services, upcoming events, or digital platforms
- ✓ Serve as a Community Assistance Center
- ✓ Serve as a Community Information Center
- ✓ Subscribe to our e-mail list: Email to **censusGOTC@naleo.org** with “Subscribe” in the subject.
- ✓ Join our SMS list: Text “CENSUS” to **97779**
- ✓ Partner on key dates and national days of action
- ✓ Promote our bilingual hotline (877-EL CENSO) and website (hagasecontar.org)
- ✓ Host train-the-trainers amongst your leaders
- ✓ Participate in your local CCC or reach out to Census partnership specialists
- ✓ [Contact a NALEO Ed Fund regional census lead near you!](#)



Thank you.

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