



Community
ConnectLabs

Census Solutions

Educate. Motivate. Activate.

Solutions Built for
2020 Census Outreach



New Study: Text Messages Are No.1 Most Requested Follow-Up Method
2020 Census Barriers, Attitudes, and Motivators Study

Answer Residents' Census Questions: HelpDesk

24/7 Q&A with a virtual assistant

Problem

Hard-to-count communities are likely to have questions about the Census or need help to fill it out. City, county, and library staff, as well as nonprofit staff, will be burdened by the many questions about the Census. Staff may not have sufficient training to answer questions about the Census.

Solution

- ✓ Quickly and confidentially answers your residents' questions anytime, even on weekends
- ✓ Accessible for your hard-to-count communities' multiple languages: English, Spanish, Chinese, Vietnamese, and more
- ✓ Easily add this chatbot to your city, county, or library websites
- ✓ Easily add this chatbot to your internal website — as a reference for your staff to use
- ✓ **For Administrators:** Through the admin dashboard, see live questions asked by local residents
- ✓ **Optional:** If local in-person help is available, The HelpDesk can direct people to nearest in-person assistance based on location & language needs

How It Works



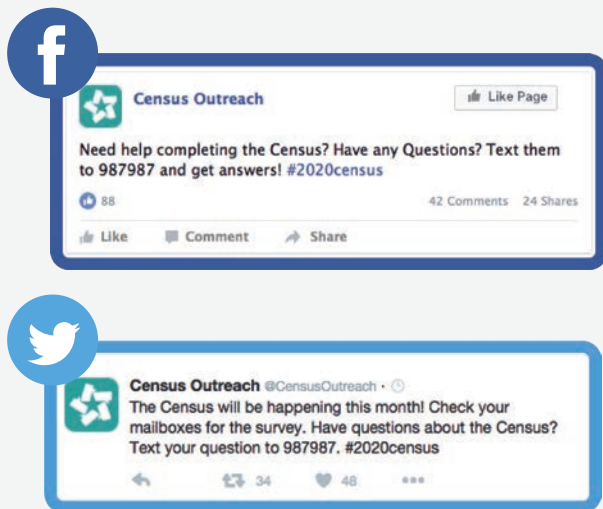
► Website option

- 1 Your webmaster can add the chatbot to your city, county, library, or nonprofit website
- 2 Users simply type their question and the chatbot will automatically answer their question

How It Works

► Text message option:

- 1 Promote the text-in via social media, flyers, ads
- 2 Users text the provided number and the chatbot will automatically answer their question



Sample Advertisement

Need Help Completing the Census? Have Any Questions?

Ensure That Your Community Gets the Funding It Deserves For the Next Decade

**Text Your Questions to
XXX-XXX-XXXX
and get them answered**

A hand holds a smartphone displaying a chatbot conversation. The chatbot asks 'When is the Census?' and 'Thanks for reaching out to [ORG]!'. The user replies 'Census Day is officially April 1, 2020. You can participate online, over the phone, by mail, or in person between March and July.' The chatbot asks 'Did I answer your question?' and 'Reply Y for Yes N for No'. The user replies 'Y'. The chatbot says 'Thanks. You can text questions anytime to this number for more answers from [ORG].'

Build Your Opt-In List: Community Motivator

Automate Follow-Ups to Motivate and Activate Hard-to-Count Individuals

Problem

Hard-to-count communities need several follow-ups, encouragement, and reminders to motivate them to participate in the Census.

Solution

Easily build your opt-in list and automatically follow up with reminders and nudges

Benefits

- ✓ Pledge to Be Counted — easily get opt-ins

TEXT **PLEDGE TO 987987**

In 2020, I will be counted in the **Census** because my community deserves political representation

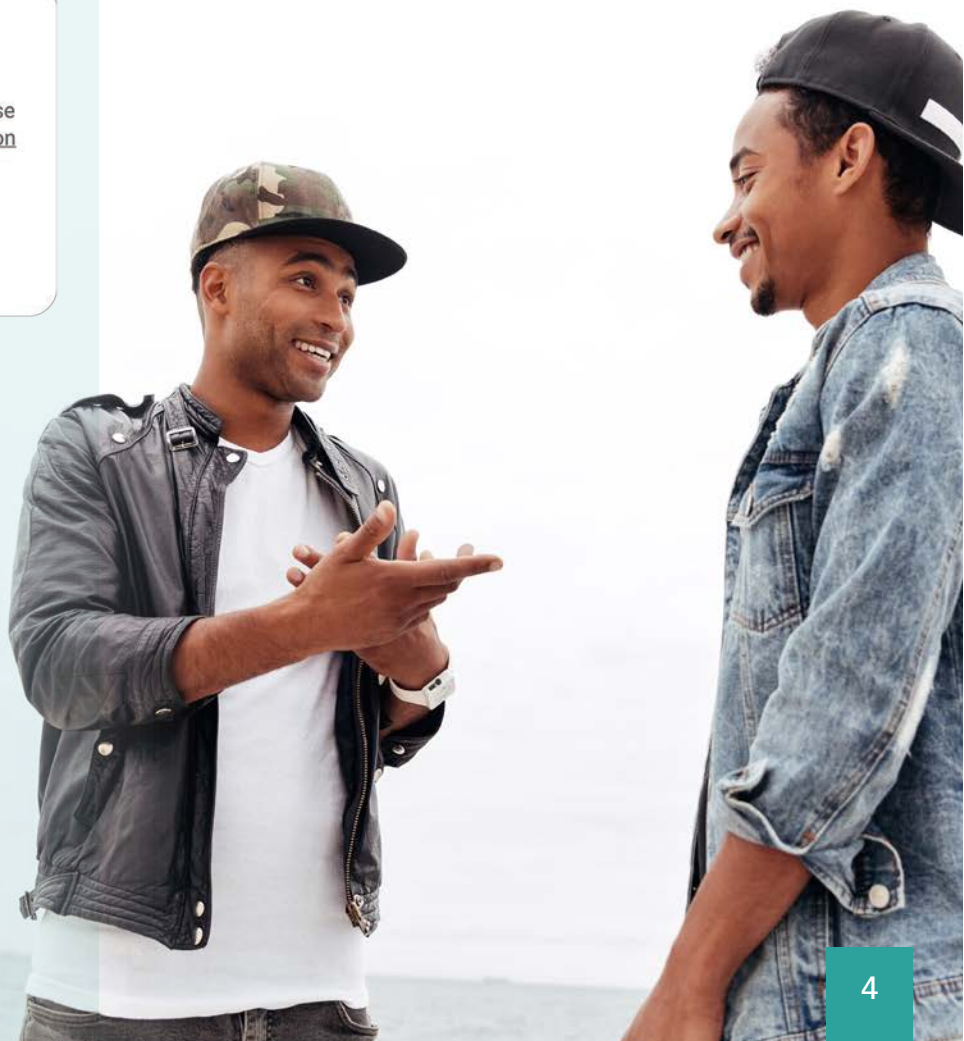
✶ **Mayra**



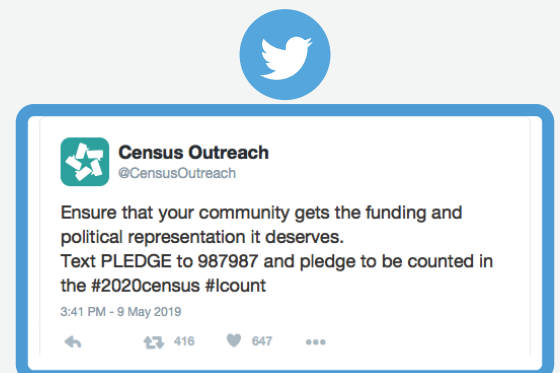
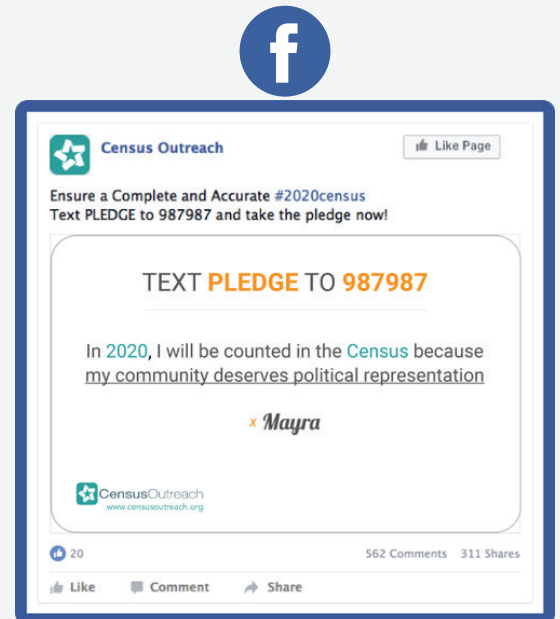
- ✓ People will receive a personalized, digital Pledge Card
- ✓ Automates follow-up: Sends nudges and reminders in 2020 to fill out the Census
- ✓ Available in multiple languages: English, Spanish, and more
- ✓ Social sharing: built-in invite to friends
- ✓ Easily track opt-ins and engagement

How It Works

- 1 Easily promote "Pledge to be Counted" on your social media, at events, on your website, or on flyers
- 2 People opt in via text message
- 3 People will instantly receive a personalized digital Pledge Card and be encouraged to share it on social media and via text
- 4 People will receive automated reminders and nudges to complete the Census in 2020
- 5 Admin can download list of opt-ins



Promote Opt-Ins via Social Media, Flyers, Events





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Contact Us

For more information about these Census Communications Solutions,
please contact us at:

info@censusoutreach.org

About Us

We enable government and service providers to use mobile messaging to connect with low-income communities

Our Mobile Messaging Platform



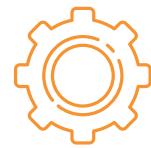
Deliver personalized communication quickly and privately



Reduce staff time spent on outreach



Provide decision makers with access to real-time data



Reach communities where they're at

Our Expertise

- ✓ 11 years of experience in training community-based organizations through webinars, in-person trainings, and scalable toolkits
- ✓ Census Expertise:
 - ▶ Built LUCA community address canvassing program and tech tool deployed in nine geographies
 - ▶ Census Solutions Workshop partner and participant in U.S. Census Bureau's "Census Accelerator" program
 - ▶ Results of our LUCA program presented at government hearings and written up in academic journals

Our Partners



THE FORBES FUNDS

