



Statewide Census PUSH Week Training #NJ Census2020 July 13, 2020



USE YOUR TEAMS & ORGANIZED TRUSTED MESSENGERS



THE BOTTOM LINE FOR PUSH WEEK AND DOWN THE STRETCH

**You get what you ask for,
and not much of what you
don't.**

ORGANIZING IS ABOUT ASKING



ORGANIZING IS **ASKING**

What will we be asking
for this week as we
organize & run our
activities for the census?

HOW TO MAKE AN **ASK** – 5 STEPS

1. Know your audience—tailor your ask, attitude, language and your message.
2. Build urgency—explain why this is so important right now.
3. Ask for something specific— Filling out the Census or a commitment to fill it out by a particular date.
4. Ask and remain silent – Take yes for an answer
5. Be persistent— try to Get to “yes” if possible

SOME VOLUNTEER RECRUITMENT **RESOURCES**

- Your existing networks – your friends & their friends, relatives, neighbors
- Community Organizations
- Local Partner Organizations
- Faith Community Congregants
- Social Media

EVENT ORGANIZING REVIEW

- **Put your LCCC team into play.**
- **Don't try to do it all by yourself!**
- **Recruit more volunteers. How? Ask them!**
- **Utilize the Census Organizing Toolkit on our website [Census.NJ.Gov](https://www.nj.gov/census) under Census Resources**
- **Specifically reference the Event Organizing 101 guide in the Toolkit**

EVENT ORGANIZING REVIEW (CONT.)

- Set a time and date and place & think about what resources you have or will need.
- Promote event & recruit attendees for your event
- Every event you hold should lead to future action. Be ready to ask your volunteers to participate in another event
- Make a confirmation call to everyone who RSVPs and send them a reminder email
- Take pictures & celebrate your event on social media
- Be sure to thank your volunteers for helping

COLLABORATE, COLLABORATE, COLLABORATE!

- Work with your Non-Profit Partners, Local Complete Count Committees, both municipal and county, to leverage resources and amplify activities
- Work with your Census Partnership Specialists
- Work with the NJ Census 2020 Team at the NJ Department of State
- Work with support staff at the Census 2020 NJ Coalition

TYPES OF ACTIVITIES TO RUN

- In Person Activities
 - Census Kiosks – Mobile & Permanent
 - At food distribution locations, COVID testing locations, places of worship, libraries (as they become available), at non-profits
 - Utilize Census Bureau Mobile Questionnaire Assistants (MQAs)
 - Car Caravans – Creates a buzz. Coordinate with mobile kiosks
 - Tables at any outdoor community events
 - Chalk-a-Thons
 - Distribute flyers
 - Ask businesses to post flyers
 - Involve barber shops & hair salons

TYPES OF ACTIVITIES TO RUN (CONT.)

- Virtual Activities
 - Virtual Census Kiosks – Assist residents in filling out their Census
 - Census Block Party
 - Utilize Census Bureau Mobile Questionnaire Assistants (MQAs)
 - Organize lists of those who have asked for help filling out their Census and run an event with a Voice MQUA
 - Friends & Family Phone Outreach
 - Friends & Family Text Outreach

RESOURCES

- NJ Census 2020 Website - Census.NJ.Gov – Census Resources
 - NJ Census 2020 Organizing Toolkit
 - Event Organizing 101 Guide
 - How to Host a Census Kiosk Guide
 - Kiosk Tech Hygiene Guide
 - Friends & Family Census Outreach Program Info
- U.S. Census Bureau
 - Website – 2020CENSUS.GOV
 - Census Bureau Mobile Questionnaire Assistants (MQAs)
- Census 2020 NJ Coalition
 - Website - <https://acnj.org/census2020nj/>

THANK YOU! LET'S GET OUT THE COUNT!



STRENGTH
IN
NUMBERS

#NJGOTC

OUR CONTACT INFORMATION

- Lauren Zyriek – Deputy Chief of Staff
 - lauren.zyriek@sos.nj.gov
 - (609) 633-1230
- Eric Kipnis – Manager, Constituent Relations
 - eric.kipnis@sos.nj.gov
 - (609) 292-4755
- NJ Department of State-NJ Census 2020 Website
 - <https://www.Census.NJ.Gov>
- NJ Census 2020 Email
 - census2020@sos.nj.gov