



Our Minnesota Census

Minnesota is Better
When Everyone Counts

MINNESOTA CENSUS MOBILIZATION PARTNERSHIP

Greater Minnesota and Rural Communities Hub

Providing training and technical assistance to participating community foundations Connect with Complete Count Committees (CCC)

- Identify established groups in your service area (maps at State Demographer's Website)
- Encourage local governments or groups to fill in where there are gaps, sign up as a CCC
- Assess your foundation's role in local CCCs
 - Should you have a formal role? (e.g. Convener, Influencer, Resource Provider)
 - Should you encourage staff or board participation as individual community members?

Encourage Grantee Partners to Participate in Census Mobilization

- Provide training about how to participate in the census
- Dedicate a small portion of your grantmaking to support census mobilization
 - Work with existing grantee partners
 - Target grantmaking to focus on historically undercounted communities
- Encourage grantees to participate in the State's *Commit to Count* campaign
- Link to other MCMP and State census resources

MCMP/MCF Training and Technical Assistance Resources

- Training about the census for staff, board, grantee partners or other civic engagement partners
- Facilitation to secure CCC designation and training support from the U.S. Census Bureau and Minnesota Demographer's Office
- Assistance analyzing the challenges to achieving a full census count in your service area, including identification of historically undercounted tracts and communities, and strategies and messages to reach them
- Development of tools for aligned grantmaking and support for foundation staff
- Advice for planning and supporting the participation in local CCC activities or other community awareness and education activities the community foundation undertakes
- Regular communication and video-conference briefings to provide updated information about effective rural and Greater Minnesota census mobilization strategies

Census Messages for Greater Minnesota and Rural Communities

- We need to make sure the voices of rural and Greater Minnesota are heard. Counting every person throughout Greater Minnesota will help create the full picture of America.
- Federal and state dollars support our local schools, roads, and nursing homes. A complete and accurate census is what ensures the dollars get distributed fairly and to all of Minnesota.
- If we sit back on Census Day in 2020 and don't get counted, Minnesota could lose a Congressional seat. Rural Minnesota will be hit hardest as Congressional districts will get bigger in size and the influence of the rural voice will shrink.
- Census results bring jobs to a community. Businesses don't open a plant or a new store without first looking at the census data.
- This is the time that counts for Greater Minnesota. While the government uses other tools to collect information, the best data source for information about rural communities is the census, and we only have an opportunity to get it right once every ten years. When the Census Bureau asks you to fill out your form – do it by April 1, 2020.