



### Nonprofit 2020 Census Mobilization Grant Application

The Minnesota Council of Nonprofits is offering grants up to \$5000 to Minnesota’s nonprofits to promote participation in the 2020 US census. The decennial census is important to achieve equitable policies, politics, and federal funding distributions. In other words, census data provides the foundation for a just democracy where everyone counts, and communities’ voices and needs are heard. As trusted messengers, nonprofits can play an important role in mobilizing for a fair and accurate count in Minnesota. Be part of the movement, consider applying for these grants!

Applications are due October 30, 2019. Please send applications and any questions or concerns to Michelle Chang at [mchang@minnesotanonprofits.org](mailto:mchang@minnesotanonprofits.org) or via phone at 651-757-3078.

#### Application Requirements

- Organizations must be an IRS tax-exempt 501(c)(3) organization. Please submit a copy of your IRS Tax-Exempt Letter certifying your status as a 501(c)(3) with this application.
- Organizers must target historically undercounted communities: immigrants, communities of color, disability community, seniors, urban and rural tribal members, renters, children under the age of 5, and residents of greater MN.
- Organizations must work with 50 or more constituents a year (this can include volunteers).
- Organizations applying for the education grant must keep track and report the number of attendees at the event funded by this grant. This information will be requested at time of evaluation. Organizations who apply for mobilization and culturally specific mobilization grants need to provide a timeline and action plan with a target audience.

#### Overview of Key Dates

<b>September 30th</b>	Census Grant applications open
<b>October 7th</b>	Grant overview event with MCN (recommended and free, but not mandatory for grant applicants)
<b>October 30th</b>	Applications due at 5:00pm (central time)
<b>October 30th – November 12th</b>	Census grant committee review period
<b>November 13th</b>	Committee selects grantees
<b>November 18th</b>	Grantees announced
<b>November 25th and 26th</b>	Grantees are required to attend one of the following trainings:  In-person training date - Monday, November 25th: 1-2pm  Virtual training date - Tuesday, November 26 <sup>th</sup> : 10-11am

**Funding Tiers (applicants can apply to one of the following grants)**

<b>Census Education</b>	<b>Up to \$700</b> to support the cost of co-hosting a <i>one-time</i> community census event, including rental space, refreshments, promotional materials and outreach, staff time, moderator fee, etc. Grants should be used from Jan-April 2020. Organizations applying for the education grant have the option to contact Michelle Chang, policy and equity coordinator, at <a href="mailto:mchang@minnesotanonprofits.org">mchang@minnesotanonprofits.org</a> or via phone at 651-757-3078 to schedule a phone interview in lieu of a written application.
<b>Census Mobilization</b>	<b>Up to \$2,000</b> to support the cost of <i>ongoing</i> “Get out the Count” efforts leading up to 2020 Census participation. This might include the cost of reoccurring community information events, door-knocking (until March 15, 2020 only), trainings, and tabling. Grant can be used to cover the costs of staff time, technical assistance for households, technology, materials such as clip boards, and refreshments for volunteers.
<b>Census Mobilization for Culturally-Specific Organizations</b>	<b>Up to \$5,000</b> to support the cost of <i>ongoing</i> “Get out the Count” efforts leading up to 2020 Census participation. This might include the cost of reoccurring community information events, door-knocking (until March 15, 2020 only), trainings, and tabling. Grant can be used to cover the costs of staff time, technical assistance for households, technology, materials such as clip boards, and refreshments for volunteers. “Culturally-specific organizations” are defined as organizations whose mission is specific to and rooted in an ethnic, racial or cultural community or communities that has/have been historically marginalized, and whose broadly defined leadership (board and staff) largely reflects the constituents they work with and are rooted in historically disenfranchised communities.

Which of the three grants are you applying for? (Check one)

Education (up to \$700)       Mobilization (up to \$2,000)       Culturally-Specific Mobilization (up to \$5,000)

**Organization’s Information**

<b>Applicant Organization Name:</b>	
<b>Project Lead Name:</b>	
<b>Address:</b>	
<b>Contact Phone:</b>	
<b>Contact Email:</b>	

**Tactics (check all that apply):**

- Community Census event – Put together a fun and engaging event to inform community members about the census.
- Get Out the Count Tabling – Table at a community event or organization-sponsored event to provide access to information on the census.
- Doorknocking – Gather volunteers and door knock to promote and provide resources on the census.
- Pledge Campaign – Gather volunteers and door knock or table to pledge individuals to fill out the census.
- Info session at an organizational event – Speaker or panel discussion.
- Other:

**About your Organization**

In 2-3 paragraphs, provide a summary of your organization’s mission, history, programs, and activities. In your summary please address: who do you serve? Who are your volunteers? Who hears your messages? How many members or contacts are in your database?

In 2-3 paragraphs, describe your target audience for the 2020 census? In your description also address: Who do you intend to mobilize or educate? What methods will you use to reach your base about the census?

Are you planning to collaborate with another organization in 2019-2020 to do census outreach and activities? Yes, or no? If yes, please provide a brief description of who, and how your organization wants to collaborate.

**Estimated Breakdown of Expenditures (For Mobilization and Culturally-Specific Mobilization Grants only)**

Please provide a general idea of proposed activity/s and an estimate associated costs (e.g. space rental, marketing, materials, technology, refreshments, staff time, etc).

**Total \$ \_\_\_\_\_**

**Anticipated Organizational Needs**

Note: MCN is happy to provide assistance to grantees. Let us know now what will likely be helpful to help us plan our grantee trainings!

- Basics of hosting a census event: toolkit and trainings
- Training to facilitate meetings
- Marketing, communicating, and promoting an activity / event
- List of potential speakers on the census
- Language specific materials
- Other:

Please return to Michelle Chang via email at [mchang@minnesotanonprofits.org](mailto:mchang@minnesotanonprofits.org)