



# Aging Network Census Webinar Series

Census Outreach to Faith Communities &  
Social Media Preview

Tuesday, January 14, 2020

# Today's Agenda

| Topic  | Presenter  |
|--|--|
| Welcome & Introductions  | Jason Echols,<br>AgeOptions                      |
| Census Worship Weekend and<br>Census Outreach to Faith Communities | Chelsea Hawkins &<br>Kate Spelman,<br>AgeOptions |
| Social Media & Resource Webpage                                    | Jason Echols,<br>AgeOptions                      |

# Upcoming Webinars

- Tuesday, Jan 21 at 1 pm with Special Guest Liz Wilson from Illinois Action for Children
  - Reaching Low-Income Communities
  - Reaching Racial & Ethnic Minority Communities
  - Reaching Spanish Speaking Communities

<https://register.gotowebinar.com/register/7918177371381900299>





# Census Worship Weekend and Census Outreach to Faith Communities

Chelsea Hawkins  
Kate Spelman

# We will (briefly) Cover

- WHAT is Census Worship Weekend?
- WHY to reach out to faith communities
- HOW to reach out to faith communities
- WHEN to reach out to faith communities
- WHERE to find more resources!

# WHAT is Census Worship Weekend?



United States<sup>®</sup>  
**Census**  
**2020**

**AgeOptions.**

1048 Lake Street, Suite 300  
Oak Park, IL 60301-1102

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Census Worship Weekend is a concerted effort to have faith communities encourage their membership to participate in the 2020 Census. Faith leaders are asked to use all their channels of communication to deliver Census messaging. Including:

- WHY this would matter to people of faith
- HOW people can fill out the Census
- And the all-important reminder that, by law, data on the Census is CONFIDENTIAL



# A whole weekend because ...

- Typically, Muslim communities worship on Friday, Jewish communities on Saturday, and Christian communities on Sunday
- So, we're talking Census Friday, Census Shabbat, Census Sunday ... and more!







Census Worship Weekend is

March 27-29, 2020



# So ...

## WHY reach out to faith communities?



*A confused (and confusing) church*

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# Why reach out to faith communities?

- They are typically highly networked and highly trusted, which means:
  - They may be able to make contact with HTC populations, including racial/ethnic/language minorities, group who may be distrustful of government efforts, and the homebound
  - Many faith leaders are well known in their communities such that they are trusted even by people who do not attend their place of worship



# Faith communities are always communicating... look at all these opportunities to talk about the census!

- Sermons/messages
- Spoken announcements
- Written bulletins/worship materials
- Adult educational opportunities
- Youth and children education
- Social media
- Weekly emails
- Newsletters or other paper mailings
- Phone trees
- Friendly or pastoral visitation programs
- Informal word-of-mouth networks



# And they may have other resources ...

- Space (much meeting space will only be used a few times a week; some faith leaders will eagerly fill it on other occasions)
- Computer labs
- Intergenerational connections (like youth who may need service hours!)



# Did you know ...

Faith communities also want data!

- Many who are looking to start new communities or ministries use data from census and/or ACS - <https://episcopalchurch.org/posts/research/study-your-congregation-and-community>
- Faith Communities Today is also working on its own “census” for 2020! <https://faithcommunitiestoday.org/fact-2020-survey/>



# HOW



*The Islamic Foundation North, Waukegan*

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# How is it best to reach out?

You'll want to get to the pastor/rabbi/imam or other designated spiritual leader, even though you may have to go through a "gatekeeper" to get there

- having the spiritual leader's stamp of approval is the best way to get something noticed and attended to
- they may also ask you to work with a secretary or office manager who will put together written communication





# How do I locate churches?

Faith Street is an online database/directory for churches that can help you search by location:

<https://www.faithstreet.com/search>

(There are other sites, but this one has a better map feature and doesn't limit you by denominations or anything – BUT it is only for Christian churches!)

## ... Or other communities of faith?

Google maps is fairly decent for better-established communities as it runs off of user data! Drive through the neighborhood you want to work in and drop into places as their office hours allow.



# Ask about a ministerial alliance...

See if the pastor will introduce you to other pastors!

Many communities will have an interfaith or ecumenical group that meets or communicates regularly. It may be a larger, publicly known group, or it may be an informal email list or a regular meet-up.

Ask if the pastor knows of this group, and ask for an email introduction or to visit the meeting. (Some groups are eager to have a presenter.)



# Remember ...

- Most faith communities are chronically understaffed and under-resourced ... be patient! (AND persistent)
- They're also not that tech-savvy – if you want something in a bulletin, put your text into the body of an email as you attach your nice-looking graphics
- Face-to-face contact or cell phone calls/texts may be better than email – many religious leaders work off of their cell phones and are rarely in the office or on email (additionally, many other staff members will be part-time and not work a typical M-F 9-5 schedule)



# And ...

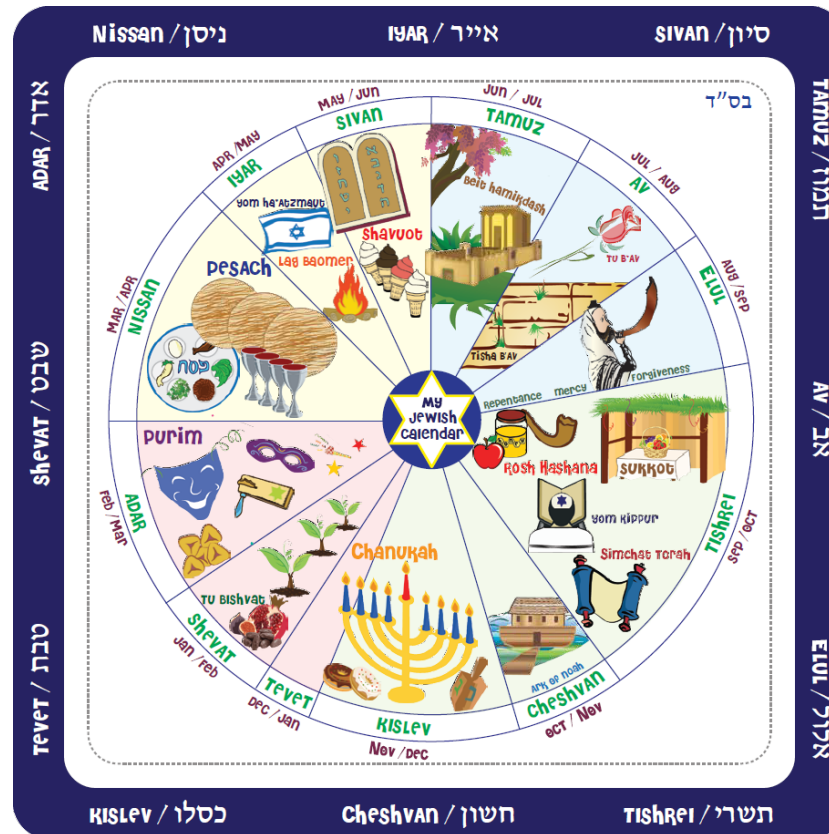
Remember to make a clear pitch on WHY the census matters.

Faith communities already have a lot to deal with – they need to be convinced that this is important and important to their membership.

**Why** does the census matter to those who spend their days talking about the things that matter most?



# WHEN to contact faith communities?



*A Jewish calendar of months and holy days.*

# Short answer: NOW

Census worship weekend is March 27-29!

Most faith communities have already planned worship and education for that weekend.



# Be mindful of timing during the week:

- Since they work on weekends, most religious leaders will be off/out of the office at least one day a week. Skip Mondays or Fridays for initial outreach – and make a note of when days off are. Be respectful of this time.
- Know that most communities have a set time for meetings in the evenings, and regular time set aside for certain events. (i.e Thursday is always choir rehearsal ... evening worship always starts at 6pm sharp...). Work within this schedule for the greatest lay engagement.



# And time during the year!

- Google religious holidays before you begin
  - Example from the western Christian world:  
Census Worship Weekend = Fifth Sunday of Lent ...  
do NOT move to April 5 – Palm Sunday - or April 12 - Easter!
  - Orthodox Easter is April 19<sup>th</sup> , though – again, be careful and double-check dates!





# Google First

- Yes, Google first. Then ask a friend/colleague.
- But do remember to ask ... don't assume!
- Be prepared to have your assumption challenged (and be gracious when they are).  
There are female priests, Jewish folk of African descent, LGBT muslims, and younger folks in leadership ...



# WHERE can I go for resources?



[dreamstime.com](http://dreamstime.com)

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# Resources

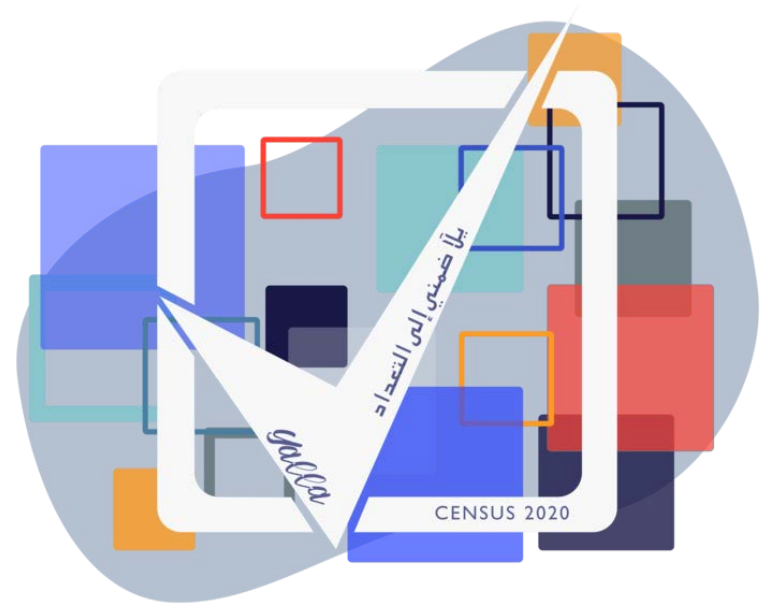
The 2020 Census Page has a fact sheet you can use as a handout:

<https://www2.census.gov/about/partners/general/2020-partner-faith-community.pdf?>

## Yalla Count Me In!

<https://yallacountmein.org/>

Has some great targeted materials for Arab American communities. (Remember, not all Arab Americans are Muslim, and not all Muslims are Arab-American!)



# Aging Network Census Resource Site

Resources will be shared here:

<http://ageoptions.org/gallery/2020Census/>



# Questions?

Since 1974, **AgeOptions** has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.

.... Thank you!

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# Social Media & Other Resources

# Why Social Media?

- Social Media will be filled with misinformation, rumors or fear about the Census.
- It's important for trusted organizations to put out accurate information to counter that misinformation.
- In 2020, this is one way (not the only way) to reach people, including older people.





# #ILOlderAdultsCount

- Hashtags (#) are a just a key phrase that connect social media conversations
- #ILOlderAdultsCount can be added to the end of a social media message
- #2020Census is the hashtag the Census Bureau is using



# Reposting Census Info

- Follow AgeOptions on Facebook for Census posts about the Census in Illinois that you can repost.
- Also follow and repost from:
  - Census Bureau



# Upcoming Campaigns

- You Count 2 Me Day/Week
  - Sunday 02/02/2020
  - Thank someone. Tell them why they count to you. Encourage them to be counted in the Census.
  - Social media campaign
- What's Your Pothole?
- Census Worship Weekend



# Make Your Own Posts

- Take pictures at events
- Share the Potholes (The Why)
  - People are telling you what their potholes are – use those ideas to make the Census local.
- Promote local completion events



# Find Social Media Resources on Our Census Resource Webpage & More

- Social Media Dropdown on Census Resource Page:  
<http://ageoptions.org/gallery/2020Census/>
- Sign Up for Email Updates:  
<https://lp.constantcontact.com/su/fSGbun2/2020Census>
- Share your social media ideas and posts with us.



# Tip: Webinar Recordings

- The registration link for these webinars will lead you to the recording of the webinar the next day.
- We will share in our emails and on our webpage as soon as we can, but in case you don't see those, that tip might help.



# Thank You!

Next Webinar:

Tuesday, January 21 at 1 pm

Topics: Reaching Low-Income,  
Racial & Ethnic Minorities &  
Spanish-Speaking Communities

Since 1974, **AgeOptions** has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.

Visit the Illinois Aging Network 2020 Census Resource page:

<http://ageoptions.org/gallery/2020census/>

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