



## Integrating 2020 Census outreach and Get Out the Vote (GOTV)

The extension of the 2020 Census timeline to October 31, 2020 due to COVID-19, presents an unprecedented opportunity to integrate census outreach and asks into your non-partisan voter outreach plans.

The Census Counts Campaign recommends combining the following 501(c)(3) permissible census and voting activities:

- Encourage participation in the 2020 Census and that eligible individuals **register** to vote.
- Encourage participation in the 2020 Census and **request** an absentee or vote-by-mail ballot (or other voter access asks).
- Encourage participation in the 2020 Census and **pledge** to vote (or other traditional GOTV).

### Legal and Other Considerations

Combining these efforts raises serious legal issues and other considerations for nonprofit organizations. Trister, Ross, Schadler & Gold, PLLC has developed [a memorandum](#) for organizations to reference that summarizes aspects of the legal issues and provides recommendations for engagement.

### Organizing Resources

There are many ways to incorporate census and voting asks into your outreach plans. Consider integrating outreach in mail programs, printed materials, phone or peer-to-peer (P2P) texting campaigns, tabling, webinars and tele-town halls, and in canvassing. Below are some scripts and resources to reference:

- [Voter registration and GOTC script](#)
- [General Census Scripts](#)

### Opportunity for Additional Guidance and Support

The Census Counts Campaign is partnering with We the Action to provide organizations with an opportunity for additional counsel on how to integrate census get out the count (GOTC) outreach into get out the vote (GOTV) campaigns and respond to organizations' unique needs. Organizations can submit a request of a lawyer through the Census Counts online form linked below. Census Counts will then make connections to available lawyers to consult and answer questions on GOTC-GOTV work.



[REQUEST ADVICE FROM A WE THE ACTION LAWYER HERE.](#)