Census Ambassador Program - Frequently Asked Questions

1. <u>My organization wants to apply for a mini-grant. What can we use the funding for?</u>
    Organizations can apply to use funding for food, giveaways, raffle prizes, gift cards, childcare, and staff time which is directly related to the coordination of the direct Census outreach. A portion of funds can be used for entertainment, such as face paint or crafts for children. Alcohol may not be purchased using County funds. We encourage organizations to use existing technological resources or to request a "pop up lab" from Alameda County, as the purchase of new technology will <u>not</u> be permissible under this mini-grant. Project funds are limited to no more than $3,000 however, preference will be given to projects or events which expend funds judiciously yet sufficiently to achieve their desired outcomes. For your reference, we sketched out [3 example budgets here](#).

2. <u>My organization does not have a 510c3 nonprofit. Can I apply for a minigrant?</u>
    Yes, organizations can apply with a fiscal sponsor. If you cannot identify a fiscal sponsor, the Project Lead will need to work with County staff to request related project purchases.

3. <u>What reporting is required of Census Ambassadors?</u>
    All Census Ambassadors are required to submit outreach details and metrics, such as impressions made and number of Censuses completed. These metrics are an important way to gauge and track our outreach. We are creating a reporting platform to make this convenient for our Ambassadors. Additionally, organizations receiving mini-grants must submit a project plan (template provided), flyer or copy

of outreach material, sign-in sheets, and receipts. Anecdotal feedback, success stories, and general feedback is always welcome.

4. <u>How many hours will a Census Ambassador need to commit? Will the hours be flexible?</u>
   Individual volunteers should be available for at least 20 total hours between March - July 2020. Each project's duration and schedule will vary. Opportunities will be available during the week, evenings, and weekends.

5. <u>I'd like to apply to volunteer. What can I expect?</u>
   Thank you! Projects could include staffing a Questionnaire Assistance Center at a library, waiting room, or farmer's market. Volunteers are expected to utilize their training to adequately support community members in completing the Census, to answer questions raised, to use the provided tools (materials, FAQ, help line, etc.), and to request support from the County Census Team when needed. Ambassadors will be asked to sign up for projects which work for their schedule and which they are able to commit to successfully fulfilling. Volunteers are expected to follow instructions detailed by the Project Lead.

6. <u>Can I choose where I volunteer?</u>
   The Complete Count Committee is accepting proposals for projects in need of volunteers. After they have been selected, we will match volunteer Census Ambassadors based upon location, interests, and requests of Project Leads. Alternatively, if you identify a project or location in which you can serve as a Project Lead, please specify this in the application and thoroughly describe what outreach you will be conducting.

7. <u>What materials will be available to Ambassadors?</u>
   Ambassadors will be provided with printed materials ("how-to guides," talking points, translated handouts, details about Census confidentiality, etc), links to online resources and videos, t-shirts, and "I'm Counted" stickers. Ambassadors will receive emails about additional resources as they become available.

8. <u>Is training required?</u>

Yes, all Census Ambassadors will be required to attend 1 training session. Multiple options for trainings will be available in February and March 2020 throughout Alameda County.

9. <u>What information will be required to complete the application?</u>

The application will ask the following questions:
- What is your name, email and phone number?
- What language(s) does your community speak?
- In what language(s) can you/your organization provide Census support in?
- List any current translation/interpretation certifications and/or experience here:
- How can you share Census messages and updates with your community?
- If your community uses social media, which platforms?
- Specific Questions for Volunteers -
    - Where are you able to volunteer?
    - How would you like to support Census outreach efforts?
    - What is your availability to support Census outreach efforts?
    - Provide additional details about your availability (preferred day/time, specific one-time event, dates unavailable, etc.)
- Specific Project/Event Questions -
    - Do you have a specific project in mind but need funding to make it happen?
    - What is your organization structure (501c3, fiscal sponsored, etc.)?
    - Are you or your organization receiving funding from any other organization to support Census outreach?
    - If you are receiving funding from another source, please describe the project and amount?
    - Projet/Event Description: Direct outreach efforts should focus on engaging our Hard-to-Count communities, describe the HTC population your project intends to engage.
    - Does your project/event require technology for a mobile Questionnaire Assistance Center?
    - Where will you conduct your Census outreach?

- When will you conduct your Census outreach?
- Target # of people for your project/event
- Are you interested in having Census Ambassador volunteers support your project/event?
- <u>Specific for Mini Grant Requests</u>
  - What is the total budget for your project/event?
  - What is the total amount of funding you are requesting from Alameda County for your project/event?
  - Does your budget require funding for staff (amount & description)?
  - Does your budget require funding for food (amount & description)?
  - Does your budget require funding for childcare (amount & description)?
  - Does your budget require funding for incentives (amount & description)?
  - Does your budget require funding for entertainment (amount & description)?
  - Does your budget require funding for facilities/space (amount & description)?
  - Expenses: Does your budget require funding for other items?