

2024 NONPROFIT LEADERSHIP CONFERENCE



May 8, 2024
Minneapolis



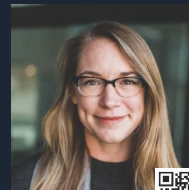
Measuring Media's Impact

Energy News Network



Ken Paulman
Director
paulman@fresh-energy.org

ENERGY NEWS NETWORK
energynewsnetwork.com



Amber Collett Terway
Director
amber@seiche.works

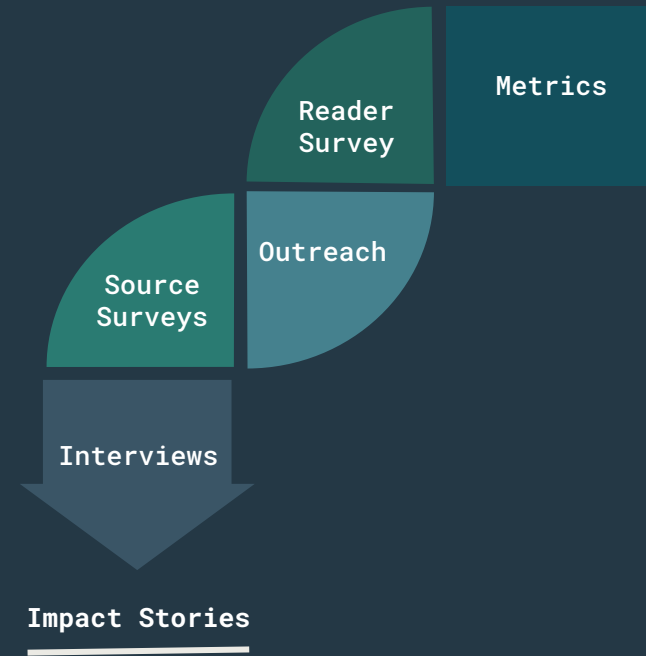
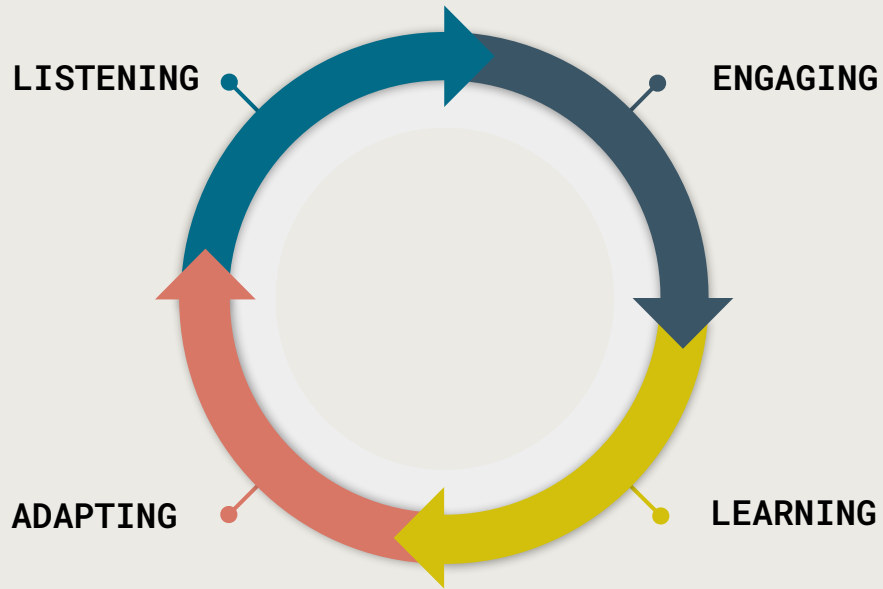
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seiche

*A social impact strategy and communications firm.
We translate community insights into creative action.*



What are we measuring?



Learnings

Play to your strengths!



Bring great storytelling to grant reports



Give funders something interesting to read



Gather feedback during impact reporting process

“The impact reports highlight the crucial reach, expertise, depth of community connection, and nuance that the Energy News Network brings to their reporting on our transition to a clean energy future. They really help make the case for the importance of investing in nonprofit, independent journalism.”

Sarah Christiansen
Midwest Climate and Energy Program Director,
McKnight Foundation

2020 Census:
**Minnesota
Census
Mobilization
Partnership**

Perseverance, Purpose and Impact



Minnesota Census Mobilization Partnership

Convened by the Minnesota Council on Foundations, MCMP was a cross sector collaboration of organizations and individuals working together to:

- Promote participation in the 2020 census.
- Create community-based strategies to engage historically undercounted communities.
- Develop sustainable civic engagement capacity.
- Engage Minnesota grantmakers in democracy-building.

Background: U.S. Census

WHAT IS THE CENSUS?

- Every 10 years, the U.S. undertakes an effort to count every resident in the country.
- Census data determines how federal funding is distributed to local communities.
- It also determines the number of seats each state has in the U.S. House of Representatives.

WHY DOES IT MATTER FOR MINNESOTANS?

- Minnesota's historically undercounted communities deserve to be counted, included and engaged.
- For every Minnesota resident not counted, the state loses \$28,000 in federal funding over ten years.
- In 2020, Minnesota was on the verge of losing our 8th congressional district seat.





MCMP Impact

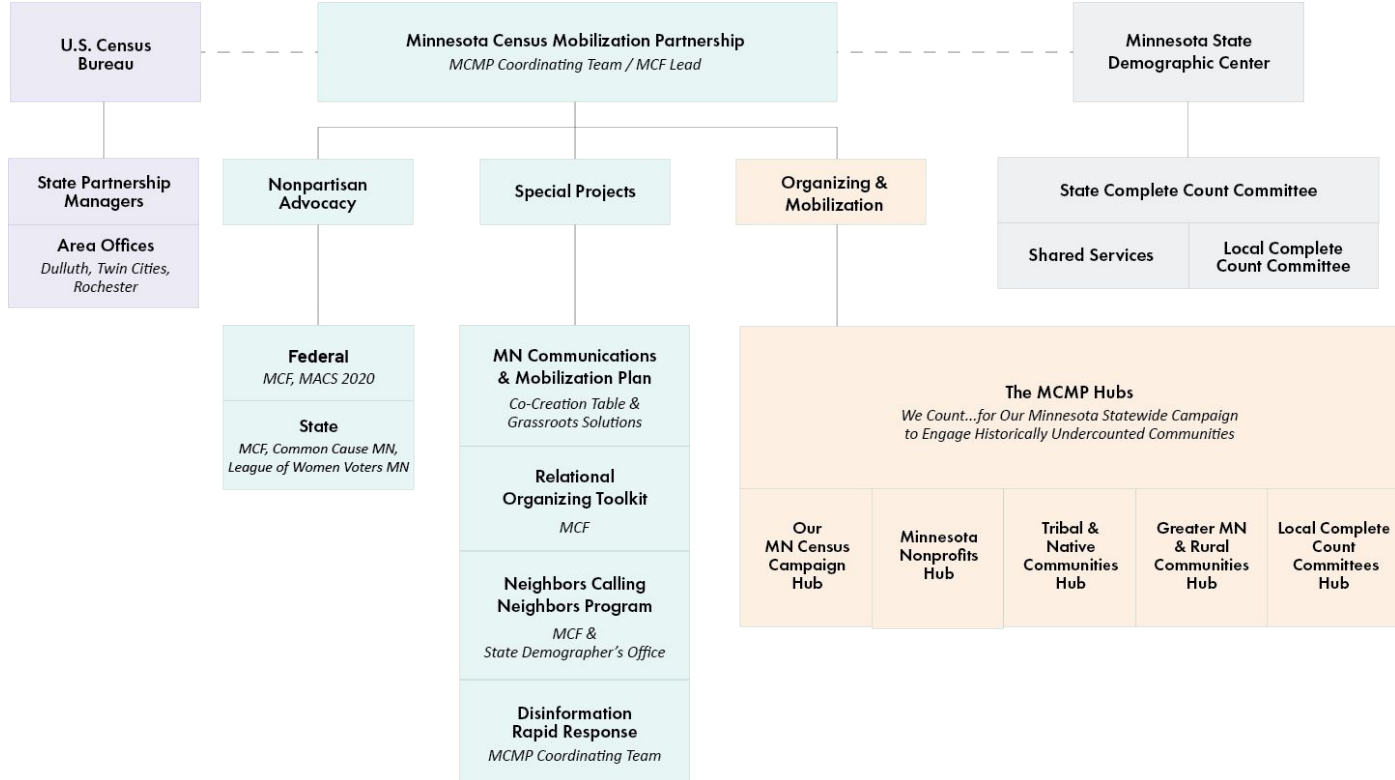
Building relationships to overcome barriers

“It’s not just work to get an accurate count in 2020; it’s to develop the relationships that can continue to do the democracy, inclusion and equity work that is sorely needed.”

Joan Naymark,
Executive Director of Minnesotans for the
American Community Survey



Minnesota Census Mobilization Partnership Community Membership Chart



\$4M+

Total funding from foundations, state appropriations and corporate partners.

300+

Organizations, city municipalities and counties in Minnesota received funding through MCMP and its partners to support 2020 census mobilization and engagement.

“... trusting and believing and respecting that community are the experts. They are the ones best able to manage and lead their conversations and their work. They are the best ones to come up with solutions that are going to make the greatest impact and change.”

Denise Butler,
Director of Economic Development at African Career, Education & Resources, Inc.

We're going to pat ourselves on the back because despite the pandemic, the riots, everything, even the undercount in communities of color is still on par with what it was in 2010. To me, it's a win because we're either slightly above or slightly below, even in a pandemic."

Anika Robbins,
Executive Director of the ANIKA Foundation
and Black Votes Matter – Minnesota

Minnesota is **number one** in self-response rate



75.1%

**2020 CENSUS
SELF-RESPONSE RATE**

(in comparison to the national
response rate of 66.7%)



1.3M+
TOTAL PEOPLE REACHED¹



1.5K+
TOTAL EVENTS HELD¹

¹ Total People Reached approximates the total number of people that MCMP organizations reached at in-person and digital meetings and events, by phone, door knocking, presentations and social media. Data was collected from self-reported surveys and reports from January 2018 to September 2020.

² Total Events Held approximates the total number of in-person and digital meetings, events, activities, gatherings, presentations and trainings. Due to COVID-19, many organizations had to cancel in-person events in 2020. Data was collected from self-reported surveys and reports from MCMP organizations from January 2018 to September 2020.

Neighbors Calling Neighbors Program

Reaching registered voters in census tracts with low response rates to complete their census form.



283,900+

CALLS MADE



30,550+

PEOPLE REACHED



5,850+

PEOPLE REACHED WHO
HADN'T YET COMPLETED
THE CENSUS



1,480+

FORMS COMPLETED
OVER THE PHONE

\$41.5M+

FEDERAL FUNDING
SECURED*

Based on the 1,480+ forms completed over the phone. For each Minnesotan not counted, the state loses an average of \$28,000 in federal funding over the decade.



Key Takeaways & Recommendations for 2030

Key Takeaways



01

It's never too early to start organizing. In fact, don't stop!

02

Be proactive about preventing and minimizing barriers.

03

Develop strong relationships with trusted community voices.

04

Adaptability and variety of outreach and engagement tactics is key.

05

Funding and coordination allowed groups to dedicate limited resources to key responses and actions.



Recommendations for the 2030 Census

01

Make census messaging relevant to people's day-to-day lives.

02

Start planning, organizing and mobilizing early.

03

Empower and train community members.

04

Build trust with communities.

05

Translate materials (print and digital).



For more resources:
mcmp2020.org

Engaging the future – Ready for 2030

People come first. Take the time to connect with and engage diverse organizations and communities – and don't stop engaging once census mobilization efforts are complete.

THANK YOU!

Questions?

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