

From: Kelly Warren <kwarren@mml.org>
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To: Kelly Warren <kwarren@mml.org>
Subject: 2020 Census Phone Banking

Good afternoon! I'm reaching out because you've either expressed interested in virtual phone banking, or we thought your community would be a good candidate for phone banking based on census self-response rates in your area. We are promoting two types of phone banking with the State Census Office:

20x20 Phone Banking-Reach out to 20 family members, friends, and coworkers about the 2020 Census, and encourage them to respond to the questionnaire. A script is provided through the State [training](#). If you would like to go beyond this and reach out to additional people about the Census, then you may want to participate in:

Virtual Phone Banking-We've worked with ChangeMedia to obtain phone numbers for your outreach. This is a good way to engage volunteers that may have been assigned to assist with canvassing, but cannot do so due to COVID-19. If you are on this email, then phone numbers have been uploaded for your community. To access the numbers follow the instructions [here](#). Dichondra Johnson with the State Census Office will be doing training about this on Wednesday at 2:00, or next Monday at 10:00 am. You can register for the training by clicking [here](#). Some of you received the initial training from the State Census Office prior to us receiving the phone lists, this new information has been added to the phone bank training.

The State Census Complete Count Committee set of goal of having an 82% self-response rate in Michigan. We currently have a [66.2%](#) response rate, and the nationwide response rate is 59.6%. To see where your community stands, click [here](#). As you know, for every person not counted, Michigan stands to lose \$3000/per person per year.

Please let me know if you have any questions, and let me know how you plan to use phone banking in your community.

Have a great evening,
Kelly

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