



# neighbors calling neighbors

This virtual census phone bank will help ensure a complete and accurate count of all Minnesotans in the 2020 Census

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- We Count Minnesota coordinates and supports the efforts of partners across the state to work together on an effective, efficient outreach campaign.



- Using tailored lists, volunteers call into the areas that need it the most: low-response tracts and historically undercounted communities.

- Remote dialing software allows volunteers to make calls from the safety and comfort of home, no matter where they live.



## How to get involved

- [Sign up for phone bank shifts](#). People like you who know and care about the census are the best volunteers!
- Recruit others from your organization and/or community to get involved.
- Organizations can assign employees to work on the phone bank for a set number of hours each week. Phone banking shifts can be completed entirely from home.
- Are you fluent in Spanish, Somali, or Hmong? Bi-lingual volunteers can call into language-specific lists.
- If you want to learn more about being part of Neighbors Calling Neighbors, email [MN2020Census.ADM@state.mn.us](mailto:MN2020Census.ADM@state.mn.us) to connect with our phone bank team.





## The important role of our organizational partners

- Recruit volunteers. The more dialers we have in the phone bank, the more effective we can be. This is a great opportunity for your people—your team members, your employees, your community—to help ensure the census is successful in Minnesota this year.
- Offer incentives to phone bank dialers. Census grants or other resources can be used to purchase prizes such as gift cards to local businesses, or [census swag from our online shop](#). We can supply your team members' dialing stats so you can recognize various measures of success.
- Within your team, identify a shift manager who can coordinate and motivate volunteers.

## Requirements for shift managers

- Rally the troops! Communicate with your team of volunteers about the importance of the census and the importance of making calls on the dialer.
- Distribute training documents, and urge volunteers to review material before the initial team training.
- [Encourage trained volunteers to sign up for shifts](#), and give them necessary reminders. Follow up with no-shows.
- Provide dialers with constructive feedback about their performance.

## Requirements for phone bank dialers

- Must have access to both a telephone (mobile or landline) and an internet-connected computer.
- Read training documents prior to training session.
- Share feedback or concerns with your shift manager or We Count Minnesota staff by e-mailing [MN2020Census.ADM@state.mn.us](mailto:MN2020Census.ADM@state.mn.us).
- Shift are available every Monday through Friday, 1–4 PM; and Sunday through Thursday, 5–8 PM. Regularly scheduled training occurs every Tuesday and Thursday at 12:15 PM.

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**Thank you for your interest!**

