

REGION ONE: RESOURCES AND TOOLS

NEW OUTREACH EFFORTS

Our outreach efforts are more important than ever to achieve a complete count. We are thankful for your commitment and partnership in this effort. We have cultivated a number of resources for you all as many of you consider adjusting and enhancing your outreach plans.

There are many ways we can still get the word out while practicing social distancing to keep everyone safe and healthy. We sent along some suggestions earlier this week and developed even more! [Check out the dropbox.](#)

Below are additional ways for you to continue to outreach:

Get materials and incentives out and into the community: Shift from broad reach through one-on-one interaction to focusing outreach in high impact locations. Ensure there are informational flyers, rack cards, and other Census materials at grocery stores, community centers, clinics and other essential locations. Materials should include the Census Information Hotlines and the US Census Bureau's website: www.my2020Census.gov

Create a media buzz: There are many reasons to fill out the census. Identify the issues important to your community and share key information they need to know about the census and how it impacts them. Here are some template materials to support your outreach. The Census Bureau has several [recorded PSAs available](#) for organizations to use or modify. Learn more about these PSAs here or use any of these [script templates](#)

- **Hold a Phone Presser:** Press conference or media calls can easily become a conference call or video conference.
- **Submit articles, posts, and op-eds:** Get published and get the word out about all the safe ways people can complete the census and the many benefits that come to the community from a complete count.

Get on the Phones: Personal outreach is still the most effective tool to motivate people to take the census. Call and text your whole phone list. Continue to reach out until everyone has confirmed they have completed their census. [Here are some phone scripts](#) to help you get started

Host an event online such as a digital townhall: Events can easily be transitioned to a virtual format. Hold a tele-townhall. Make sure to engage with your community online first and market the event online, by phone, and other virtual methods. Townhalls can be conducted through Facebook Live, Twitter Townhall, and other platforms (most come with a cost).

Share your stories through video: Sharing stories is fun and creative. People can share their experience filling out the Census and share and tag people on social media to encourage even more people to complete the Census. You can use tools like [Flipgrid to share with your networks](#).

Curate a digital "speaker series": Organize an "exclusive" speaker series. Once a week or so, volunteers can call in/join a webinar as part of the series. Consider pairing experts with speakers from impacted communities. Give super volunteers a role by introducing the speaker or asking

questions. Invite reporters who might be interested in doing a profile. Or, do it publicly as a series of Facebook Live events or even prerecorded videos, released once a day, for a week or two.

Check out CensusU! There are many digital organizing trainings with national experts on the Census Counts website. These trainings include setting up social media campaigns, SMS programs, creative content, and digital advertising. All training is an hour in length and includes shareable information. [Check out the full training suite here](#)

For updates of information and resources from the State people check out:
[www. COVID19.ca.gov](http://www.COVID19.ca.gov)