



Get Out the Count! Outreach Actions for Elected Officials

As trusted messengers to your community, elected officials play a key role in the last weeks leading up to the end of Census on September 30! **A lot is at stake.** Census data is used to determine the allocation of more than \$800 billion dollars annually in federal funding for social services, schools, infrastructure, and many more vital services your community needs. This document provides suggested actions that elected officials can take to activate your constituents to complete the Census questionnaire.

10 Things You Can Do to Get Out the Count!

- 1. Use data from the Census tracts** to plan and prioritize your tactics, including the languages and methods for outreach. Identify your low-responding census tracts [here](#).
- 2. Include Census messaging** and its importance in your remarks and speeches. Add Census messaging to your webpage and email signature, including a direct link to my2020census.gov.
- 3. Collaborate with your advisory boards or committees**, to reach out to targeted constituents by sector (e.g., agriculture, veterans, seniors, labor, health) or demographic groups utilizing available language materials and emphasize the importance of reaching the hard-to-count populations. Toolkits from statewide partners are available [here](#).
- 4. Share messages on digital platforms** about the impact of the Census. Posts can be shared from [CA Census Facebook page](#) and short videos (including in different languages) and are available on the [CA Census You Tube page](#). Your member can even post a "selfie" Census video!
- 5. Send a postcard or flyer** that includes a "take the Census now" message and provide instructions on how to complete the 2020 Census. Request targeted zip codes from the CA Census Office.
- 6. Call or text your constituents to encourage people to complete the Census.** Have conversations about the relevance of the Census to them.
- 7. Participate in the Census Week of Action during the first week of September** with the CA Census Office or local organizations. Exact date coming soon.
- 8. Encourage local elected officials, business, faith-based, education, community leaders** to spread the message through their networks. Toolkits from statewide partners are available [here](#).
- 9. Promote the Census through radio or print.** Participate in a press interview via TV, radio, and podcast or place an article or op-ed in the local newspaper, popular social media site, or community newsletter.
- 10. Organize or participate in a Census Caravan**, a parade of cars or bicycles that drives through a strategically selected route. Each vehicle displays messaging to raise awareness of the Census. Create your own and/or coordinate with [local partners](#).



Communications Materials and Messaging

Join the California Census Partner Portal!

In the [Partner Portal](#), you will find collateral materials and templates to download and distribute. Materials include: the campaign logo, social media graphics, flyers, poster, door hanger, and an enhanced media toolkit. These materials are editable so that you can include your logo alongside the statewide campaign logo.

To gain access to the Partner Portal, please provide your first name, last name, email address and organization on the portal. You will receive your login credentials within 24 hours. For more information: communications@census.ca.gov.

Key message

All Californians can participate in the 2020 Census and make a difference today! There are three easy ways to fill out the form:

1. Online at my2020census.gov
2. By phone at 844-330-2020
3. By mail if you received a paper form

Partner Resources

Information on [Census tracts](#) are available at:
<https://cacensusreporter.azurewebsites.net/responses.html>

Selected creative videos, PSAs, podcasts, messages, and other resources that you can use:

- Asian Americans Advancing Justice-LA [Census 2020 PSAs](#) in Asian languages
- [Cuenta Conmigo](#) Toolkit / videos in many languages on completing the Census form and importance of the Census
- [Disability Counts 2020](#) videos in ASL, Spanish, and English for people with disabilities and older adults
- First 5 Association of CA [In California, All Kids Count](#)
- [My Black Counts](#)
- [Native Hawaiian and Pacific Islanders](#) (flyers and videos in 8 Pacific Islander languages)
- [Native People Count California](#) (resources, flyers, distance learning lesson plan)
- [Veterans](#) (toolkit with messages, flyers, and videos)
- NALEO Education Fund [Hagase Contar](#)

For Further Support

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