



## Get Out the Count! Outreach Actions for Veterans

Veterans are an extremely diverse population, with the exception of being over 18, veterans represent every age, gender, ethnicity, religion, sexual orientation, political persuasion, income bracket and other demographic in our state.

Being counted is a service to all veterans and to the community at large. As trusted messengers in your community, it is important to take the next step and reach out to your veteran buddies, veteran service organizations, college-based and library-based veteran resource centers, and other agencies that help and house veterans in your community to get out the count to every veteran and every veteran family member.

This document provides suggested actions that you can take—during the last weeks leading up to the end of the 2020 Census on September 30—to activate veterans in your community to complete their 2020 Census form today.

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### 5 Things You Can Do to Get Out the Count!

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- 1. Leverage communications channels to share veteran-centric Census messaging:**
  - Posting messaging across all social media platforms.
  - Adding messaging with a direct link to [my2020census.gov](https://my2020census.gov) to websites and webpages and email signatures.
  - Including messaging as a part of your organization's hold message for incoming callers.
  - Participating in a TV, radio, and podcast interview or placing an article in a community or organization newsletter. Be sure to connect the importance of taking the 2020 Census to key and tangible community resources to viewers and listeners.
- 2. Harness the power of interpersonal and social networks to conduct veteran-centric Census outreach.** Call or text your members and clients who are veterans. Have a conversation to help them connect the benefits of taking the 2020 Census to their everyday lives and activate them to complete the Census. Encourage them to become Census champions to their families, neighbors, and peer circles.
- 3. Send a veteran-centric postcard or email/text a short video (one minute or less)** that includes a "Take the Census now" call to action, connects the 2020 Census to vital community needs, and provides simple instructions on ways to complete their Census form.
- 4. Conduct veteran-centric Census in-reach to your existing and new clients who are veterans.** Customize existing Census messaging to connect participation in the 2020 Census with the services provided by your organization to community members, especially those programs serving veterans.
- 5. There is power in numbers. Repetition reinforces action. Include veteran-centric Census messaging when you participate in Census final push, Day of Action, or Week of Action** campaigns occurring throughout the month of September 2020.



## Communications Messaging

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### Key Message

Veterans served and they matter! It is important for all Californians to take the 2020 Census to make a difference today and 10 years from now. The Census is safe, confidential, and secure. There are three easy ways to complete the 2020 Census form:

1. Online at [my2020census.gov](https://my2020census.gov)
2. By phone at 844-330-2020
3. By mail if you received a paper form

## Veteran-Centric Resources

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As a part of its veteran-centric Census 2020 efforts, the California Census Office created a [Veterans Resources](#) webpage.

- **Videos:** A collection of videos emphasizing the importance of veterans being counted in the 2020 Census. The collection features vignettes of diverse veterans from multiple armed forces branches ([Veterans Count](#), [Danielle Marshall](#), [Ted Canty](#), and [Hach Yasumura](#)), an [animated video](#), and a [Census PSA video](#) from CalVet Secretary Imbasciani.
- **Social Media Posts:** Social media posts that affirm the importance of veterans being counted in the 2020 Census. Messages range from honoring the service of veterans by taking the 2020 Census to promoting the importance of everyone being counted for a complete count in California. Visit the [Veterans Resources](#) webpage and scroll down to the Social Media Content section.
- **Postcard/Flyers:** A dual-sided [postcard](#) and a collection of dual-sided flyers that include flyers with a [group image](#), [rural area messaging](#), and an [individual image](#). The postcard and flyers can be used for direct mailers, e-blasts, and distribution with other Census collateral for drive-thru and walk-thru events.
- **Posters:** There are [large](#) and [medium](#) sized veteran-centric posters that can be posted in building entryways, waiting rooms, back-to-school displays, etc.
- **Veterans Toolkit:** Contains veteran-centric Census messages that can be quickly copied and pasted onto websites and into newsletters or e-blasts and scripts that can be used for most broadcast channels (PSAs, radio, podcast, etc.). You can access a PDF of the toolkit [here](#).
- **Other Veteran Resources:** The U.S. Census Bureau ["How We Count"](#) fact sheet for veterans and military members and the [CalVet Veterans Resource Book](#).

## For Further Support

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