

TAKE THE CENSUS



WWW.MY2020CENSUS.GOV

SCAN THE QR CODE



WWW.COUNTME2020.ORG

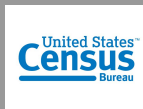
CALL: 844-330-2020

CENSO **ПЕРЕПИСЬ** **CENSUS**
MỖI NGƯỜI ĐỀU QUAN TRỌNG **QOF WALBOWAA MUHIM**
التعداد **SENSA** **人口普查**
모든 사람들이 중요합니다 **TODOS CUENTAN** **EVERYONE COUNTS**
THỐNG KÊ DÂN SỐ **RECENSEMENT** **TIRAKOOBKA**
КАЖДЫЙ ЧЕЛОВЕК ЗНАЧЕНЫ **لأحد كابلان** **LAHAT KY KABILANG**
인구조사 **سرشماری** **SENSO**
ከየደንበኛ ስጦ ይቀጥሩኝ **CHAK MOUN KONTE** **每个人都应该参与**

**COUNT ME
2020**

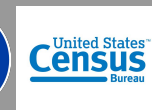
SAN DIEGO AND IMPERIAL COUNTIES
CENSUS OUTREACH COALITION

Michele Silverthorn,
Project Lead
Count Me 2020





...this is what we know right now.

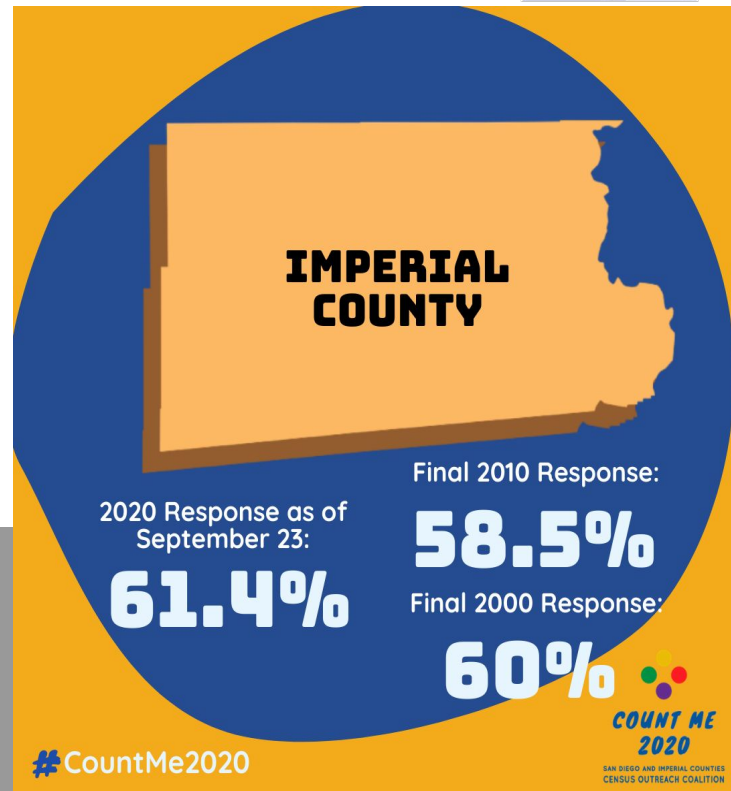
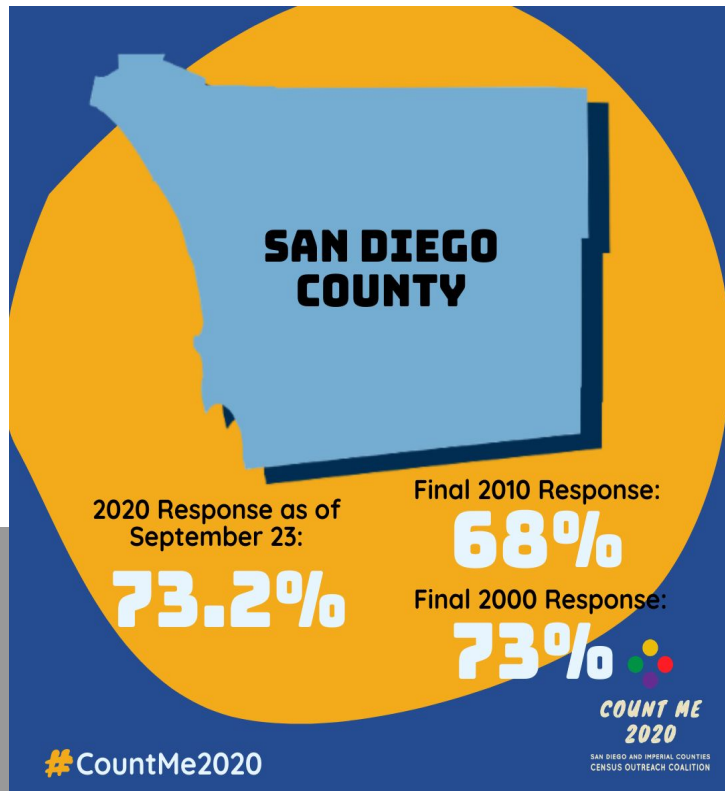


Some numbers...

- 48 contract and grant partners (5 in Imperial County) funding totaling \$2,682,546
- To date reported activities are totaling 2,594 activities with 15,873,503 impressions
- Coalition members were well over 150 Community Based Organizations, 17 jurisdictions through SANDAG, S7 cities in Imperial County + the County, legislative reps across both counties, USCB, NALEO, San Diego Grantmakers, TCE...so many more
- 5 Working Groups
- Earned Media Team
- Data/Reporting (+Social & Comms) Team
- 527 Newsletter Subscribers
- Census Focused Collateral +Outreach
 - Website + 3 Social Channels
 - 20,000 tote bags
 - 20,000 Face masks
 - 65,000 QR Code stickers directed to my2020Census.gov
 - 20,000 pens
 - 1500 bi-lingual yard signs
 - 95 Retractable Banners
 - 60 Bi-lingual 8x3 banners
 - 2,000 t-shirts
 - 3100 Hand sanitizers
 - 160 Car Magnets
 - More than 300,000 flyers, door-hangers, postcards, posters

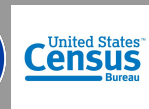
■ PLUS ALL THE LOCALLY CREATED COLLATERAL





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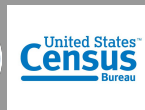


“The coalition came together really quick, with many community groups mobilizing. Which is a beautiful thing to see the network we built. There were many moments for community members to step up into the roles of organizing. Everyone was really supportive of each other.”



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WHY IS THE CENSUS IMPORTANT? #CENSUS2020

"The Census is important because it ensures low income families and our community get the funds that we need"

Bashash Olad, PANA Phonebanker



United Way
of San Diego County

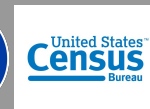
PANA San Diego and Refugee Census Hub (11+ orgs); recognized that many groups were siloed and that as a hub they could split the work. Dividing the work by language and sharing, for example 3 arabic speaking organizations do not all have to do 3 separate translations. There is now a listserve and shared connections so work is not doubled up.

- The Census collaboration is a base that will help launch redistricting work



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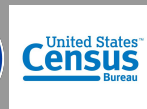


“Viet Vote & PANA have developed an amazing supportive relationship with each other during this work. We struggled in the beginning as we were not yet 501c3 to apply for the funding directly for the Census outreach work. Nor the capacity to set up the tools. By collaborating with PANA, we were able to outreach into the Vietnamese community with PANA setting up the phone bank system, cutting a specific list of Vietnamese community members for our team to come & work on outreaching to our community. Viet Vote in turn helps with the messaging that we know would work with our Vietnamese community as well as sharing any other content that our team came up with. Together we were able to do our work in reaching out to the refugee community.”



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“So many partnerships: ACBO, CBOs State and National, County, U.S. Census Bureau, cities, towns, water districts, subsidized housing agencies, housing authorities, child care providers and other community non-profits to provide 2020 Census education and outreach with the goal of obtaining a complete and accurate count for Imperial County.”



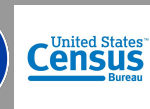


"Census work during the time of COVID really helped us develop our toolkit that we will now continue using into our 2020 General Election work as well as 2021's redistricting campaign. There will also be a number of best practices that we implement with our upcoming City and County budget advocacy."



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¡NO LO DEJES PARA MAÑANA. LLENA EL CENSO HOY!

9 preguntas simples = los
próximos 10 años. Que
nuestro futuro sea primero,
completa el censo.



“Adding to our work by continuing the “Be Counted” theme with National Voter Registration Day to increase civic participation. Leveraging the Count Me social media toolkit and promoting in emails and weekly staff newsletter and stakeholder partners and community in general through social media posts in English and in Spanish.”



Couldn't do this work without [JoAnn Fields](#); thanks to Victoria Lagula for sharing her likeness! Many thanks to this photoshoot pre-covid with [CeCe Cantón Photography](#) and thanks to the quick work of [iHeartRadio](#) and [LED Truck Media](#) to make the trucks happen! And of course the amazing [Jacqueline Guan](#) for the artwork. [#2020Census](#) [#TakeTheCensusToday](#)



United Way
of San Diego County



JoAnn Fields is with Darius Fields and 5 others in San Diego, California.

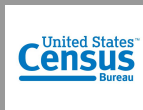
August 22 at 9:01 AM · 🌐

I'm proud to come from a strong bloodline of women leaders. My grandmother Teodora Badua, my mom [Victoria Lagula](#), my aunts [Cora Balat](#) & Planeta Canaveral.

They are all servant leaders who have taught me what I know and do today. Thank you for teaching me the way I should go ❤️
[#LegacyLeaders](#) [#Ilocanas](#) [#Pinays](#) [#BeCounted](#) [#CountMe2020](#)
[#CACensus](#) [#2020Census](#)



SAN DIEGO AND IMPERIAL COUNTIES
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Contact

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countme2020.org




**JOIN US FOR OUR
FINAL COUNT ME
2020 MEETING**

RECAP & REFLECT

**Wednesday, September 30th
2:30pm-4pm**

Join us on Facebook Live
or CountMe2020.org

**COUNT ME
2020**
SAN DIEGO AND IMPERIAL COUNTIES
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