

2020 Census Last Push



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ADCOM

September 2, 2020

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Census
2020

Key Messages

Purpose:

Call-to-Action. Continuing to stress the importance of being counted in the Census.

- Urge people to work with our census takers.
- Respond online or by phone when using your census ID, or respond by mail.
- The Census Bureau is committed to a complete and accurate count. At this time over XX% of households have been counted.

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Timing

Pre-Push (Week of August 31)

- Email Marketing Campaigns
- Congressional & Oversight Briefings
- Operational Updates

Push (Sept 8-30)

- Media Briefings
- Podcast Tours
- Digital Outreach
- Audience specific Outreach
- News Products
- Partner led Week of Action

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All-Hands-on-Deck

PIO

- Talking Points
- Media Materials
- Blogs
- Partner Materials
- Social Media
- Content Creation

Email Marketing

- Outreach to partners in CRM
- Newsletter

Last Push

SIS

- Engage Partners
- Incorporate messaging

Events

- Media Tours
- Social Media Events

Web Support

- Publish Press Materials
- Add Key Messaging
- Update Response Rates
- Banner Alerts
- Update NRFU Rates by ACOs

Partnerships Activities (NPP, CPEP, and OCIA)

- Partner Calls-to-sAction
- Partner led Weeks of Action
- Focus on Homelessness
- LGBT Coalition Focus
- Extensive Congressional/ Intergovernmental Outreach