



25 Ways to Promote an Accurate 2020 Census Count

Electronic Promotion:

1. Place information on your organization's website
2. Share information via social media (Facebook and Twitter announcements)
3. Electronic newsletters
4. Digital signs at your organization's site
5. Add National Census Day (April 1st) to your organization's calendar
6. Share information in monthly email blasts
7. Include a message about the Census in an email signature
8. Recruit local residents to serve as trusted Census workers from the community by sharing this Census Bureau application link on your online platforms: <https://2020census.gov/en/jobs.html>
9. Utilize volunteers or robocall system to make reminder calls about participating in the Census

Print Promotion:

10. Print information in newsletter
11. Include flyers in mailings
12. Display Jefferson Counts Census posters and handouts at your organization's site
13. Display Census Bureau recruitment posters: <https://jeffersonrf.org/2020census/>
14. Incorporate printed Census materials into meetings with your clients

In-Person Promotion/Presentations:

15. Place the Census as an agenda item at staff or board meetings
16. Ask community members to fill out a pledge card, committing to participating in the Census
17. Educate community members and staff on the importance of participating in the Census
18. Train your staff on how to educate community members about the Census
19. Pass information to state representatives

Event Promotion:

20. Share the importance of the Census at your organization's existing events or services
21. Host a Census training for your community with Jefferson Regional Foundation's assistance
22. Ask local elected representatives to hold an event or informative session (especially for seniors)
23. Promote at 5k events, President's Day, Memorial Day parade, or local events
24. Work with local libraries to hold online enrollment sessions and trainings to help seniors and community members complete their Census
25. Become a Census HUB and assist residents with completing their Census form

Key Census Messages to Share:

- The Census brings resources and funds into our community
- Emphasize early participation to avoid the Census Bureau visiting your home
- Every person in our community counts

Census Resources:

- Jefferson Counts is a campaign led by Jefferson Regional Foundation, the Jefferson Community Collaborative, and other Jefferson area partners to ensure a fair and accurate 2020 Census Count in our local South Hills and lower Mon Valley communities in Pittsburgh, PA.
 - Jefferson Regional Foundation: <https://jeffersonrf.org/>
 - Jefferson Counts localized Census resources including posters, social media graphics, Census toolkit, email signature and more located at: <https://jeffersonrf.org/jefferson-counts-census-resources/>
 - Apply for a Jefferson Regional Foundation Census mini-grant. More information at: <https://jeffersonrf.org/jefferson-counts-mini-grants/>
 - Contact Jefferson Regional Foundation to schedule a Census training for your staff
 - For assistance, scheduling a training or presentation, or more information contact:
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- Census Bureau
 - Sheila Beasley, Ph.D.
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 - <https://2020census.gov/>
- Allegheny County-City of Pittsburgh Complete Count Committee (CCC):
<https://becounted2020.org/>