

# Washington County Census 2020 Complete County Committee Outreach Strategy

## Main Focus: Education/Awareness

### February –

- Facebook posts (cross posting to twitter) once a week focusing on the importance of filling out the census; highlighting projects that have been federally funded; promoting kick-off event
- PR end of Feb. promoting kick-off event
- Radio spots and advertising promoting kick-off event
- Start posting posters in areas of high traffic

### March –

- March 6<sup>th</sup> – Kick-off event in Potosi (some live tweeting)
- Facebook posts (cross posting to twitter) two to three times a week focusing on importance, introducing how to fill it out, focusing on a federally funded project,
- PR after the kick-off event talking about the turn out and more details on the importance of census numbers
- Begin Letter to the Editor Campaign (sample letter provided)
- Place Posters (provided by MFFH) in target areas with high public traffic
- PHA inspectors leave informational flyers on importance and how to fill out census at all residents inspected
- Notes on electric/water/sewer bills on filling out census
- Arrange a schedule of radio slots that can be utilized and who will be participating
- Begin Radio interviews (Mayor or community partners speaking on importance) if slots available
- Newspaper Ads (dependent on budget)

## Main Focus: Persuasion

### April –

- Facebook posts (cross posting to twitter) two to three times a week focusing on filling out the census and the various ways you can
- Continue Letter to the Editor Campaign (sample letter provided)
- PHA inspectors leave informational flyers on importance and how to fill out census at all residents inspected
- Notes on electric/water/sewer bills on filling out census
- Radio interviews (Mayor or community partners speaking on importance)
- Newspaper Ads (dependent on budget)

### May –

- Facebook posts (cross posting to twitter) two to three times a week focusing on ensuring people have already filled out the census and how they are can still fill it out,
- PHA inspectors leave informational flyers on importance and how to fill out census at all residents inspected
- Notes on electric/water/sewer bills on filling out census
- Continue Letter to the Editor Campaign (sample letter provided)
- PR focusing on making sure people have filled out the census and explaining how to fill it out if you haven't already
- Radio interviews (Mayor or community partners speaking on importance)
- Newspaper Ads (dependent on budget)

### June –

- Facebook posts (cross posting to twitter) once a week focusing on impact of census numbers and federally funded projects with reminders that filling out the census is important