



## SUMMER 2019

*Learn about the Census and Plan for 2020*

## OCTOBER - DECEMBER 2019

*Educate Alaskans about Importance of Census*

## FEBRUARY-MAY 2020

*Engage the Community*

This is the time to start educating your organization and community about the census. Some actions you can take before the census are:

- Use these materials to learn more and educate your staff, board, and volunteers about the census. Train your staff to answer basic questions and explain why it is important to participate.
- Subscribe to Alaska Count's email list to get updates and find out about funding opportunities for census outreach. Subscribe at [alaskacounts.org](http://alaskacounts.org).
- Connect with your local Complete Count Committee.
- Organize! Check to see if any groups you work with are doing census education. If not, suggest that you make it a shared priority.

As a trusted member of your community, the Census Bureau needs your help to get out the count and dispel fear surrounding the census. You can partner in a few ways:

- Hang the census poster from this toolkit in your spaces.
- Consider setting up a way for people to fill out the census online at your site.
- Distribute handbills and fact sheets about the census at meetings, events, and community gatherings to encourage community members to get counted.
- Encourage trusted staff and community members to make announcements about the census during events, meetings, or conversations.
- Make a public statement about your support for the census by issuing a press release, letter to the editor, and/or radio announcement.
- Add census outreach messages to your online and social media communications.
- Add the Census 101 Infographic to any direct mail you send to your networks.
- Meet the Partnership Specialist at your local U.S. Census office. Ask them about outreach materials or giveaways.

This is the time to encourage people in your community to get counted. Some action steps for your organization include:

- Start conversations with your clients and other constituents about the importance of getting counted.
- Plan and host a National Census Day party on April 1, 2020, where you invite folks to your organization to celebrate and complete the census together.
- Sponsor or co-sponsor a census event with your local U.S. Census Office, Complete Count Committee, or community partners.



*Every Alaskan Counts*



[alaskacounts.org](http://alaskacounts.org)