



20 Actions for Better Census Participation

Improve the count for your community!

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Schedule monthly Facebook posts to educate your community about the census.

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Have council members post census information on their own official web pages and social media accounts.

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Provide educational information for departments to use in high-volume public traffic areas to share the census message.

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Regularly include educational messaging about the census in employee newsletters and staff communications.

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Use lobby monitors at all public facilities to educate the public about the census.

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Ask vendor partners to post messages in buildings they operate/own.

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Ask media partners to donate pre-purchased advertising placements that occur before July 2019.

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Add pre-recorded educational information about the census to your message-on-hold rotation for people calling into your phone system.

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Add census educational messaging to your organization's confirmation emails for registrations/payments/inquiries.

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Engage your police department by hosting an information session to educate police on how the census impacts Arizona, Pima County, their jurisdiction and/or their department.

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Host a forum to educate community managers and presidents of homeowners' associations about the importance of the census to community development.

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Ask managers of department web pages to spotlight how the census count funds or impacts what they do.

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Dedicate the back page of printed parks and recreation guides for census ads/infographics.

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Add a 2020 Census countdown to your community events calendar.

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Share information at special events.

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Share information at town meetings, including a standard statement to open and close meetings. Include a standing agenda item to remind people until the census occurs.

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Include information at neighborhood meetings.

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Post census messaging on fleet vehicles.

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Include a link (see below) to the Census 2020 website in all electronic public messages.

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Create a desktop pop-up window with rotating census education messages, prompting readers to sign up in support of the 2020 Census. Link window to a "Count Me In!" pledge on your home page.