



Census 2020

Together, We Can #MakeNCCount





NC CENSUS 2020 – Outreach Updates

Website:

- Outreach Kit launched – 25+ unique resources
- Listserv Digest – running weekly, over 450 subscribers
- All inquiries responded to and categorized, over 500 inquiries
- NC Census Press Kit/Page added to website

Social Media & Advertising:

- Daily postings with strategic content lineup
- The Carolinian, QuePasa, IndyWeek – ads running through April & May

Agencies & Partners:

- State Library of North Carolina – 45,000 NC Census bookmarks ready to distribute (after COVID)
- DMV – All PayIt receipts have a NC Census Footer
- DHHS Directors and Subgroups – meetings to plan outreach efforts (pre COVID)
- Outreach and Partnership Lists Updated – 50+ events/meetings/touchpoints to add
- Agency-wide print materials created and ready for distribution

Events & Other Outreach:

- March 18 - Faith-Based Event (cancelled) - created a distribution list 200+ faith leaders.
- April 1 Census Day – Governor’s Proclamation and Press Release
- April 2 – UNC-TV Focus On: Census





NC CENSUS 2020 – In Progress

- **“I Count NC” Window Sign social media campaign**
- **Website Revisions**

With the census in progress, we are revising content on home page and improving access to information on subsequent pages
- **Virtual Training for community groups, phone banks, etc**

Guiding community members who are doing more individual communication to overcome COVID-19 restrictions
- **The Resource (State Employee Magazine) – date TBD**

Census article with Secretary Sanders and Bob Coats
- **Letters to Key Stakeholders Requesting Action and Support:**

Legislative / Governmental Entities	Boards & Commissions
Statewide Partners	All State Employees



Responding to the Census is SAFE



Individual data is protected by law and cannot be shared with anyone for 72 years.

Including any government agencies such as the police, FBI, INS, IRS, etc.

The 2020 Census will never ask for your:

Citizenship, religion, social security number, financial information, or donations.





CENSUS 2020

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NC Census Outreach & Engagement Toolkit
www.census.nc.gov

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