

Tools to Use in Marketing Your 2020 Census Campaign

The Official Census Day of April 1, 2020 is less than two months away. Marketing and outreach efforts by local complete count committees (LCCC) should be in full swing. There are numerous marketing and outreach tools that are available to LCCCs, many of which are Georgia specific, to help educate communities about the importance of the 2020 Census and why they should participate. The three main website resources that all counties and LCCCs can utilize for marketing and outreach materials are 2020census.gov/en.html, census.georgia.gov, and everyonecounts.ga.

U.S. Census Bureau Resources:

The U.S. Census Bureau has dozens of videos, messaging tips, fact sheets, infographics, posters, and promotional items available for download through their website. Materials are categorized by type and many are available in different languages. A request can also be made for the official 2020 Census logo to place on websites or printed materials. The following links provide a direct pathway to the materials described above.

[US Census Promotional Materials and Guidelines](#)

[US Census Outreach Materials](#)

[Messaging Tips](#)

[Taglines and Logos in Multiple Languages](#)

[Census Bureau YouTube Channel](#)

U.S. Census in Georgia

The State Complete Count Committee has created Georgia specific marketing materials found at census.georgia.gov, which can be downloaded for free or professionally printed through a fulfillment center. Materials include posters, wall wraps, videos, radio spots, bookmarks, fans, door hangers, and other promotional materials. This information is available through the [Local Complete Count Committee Toolkit](#). The toolkit also includes key messaging, branding guidelines, public relations information, a resource library, complete count tips, hard-to-count population information, helpful links, important dates, customizable material, and the statewide media plan.

There is an option to customize posters, bookmarks, and doorhangers so that photos of local leaders or specific messages that speak to your community can be added. Instructions on how to customize these, as well as templates and the mandatory model release form can be found [here](#).

Other Georgia Specific Marketing Tools:

Two non-profits, Voices for Georgia's Children and Georgia Family Connection, teamed up to produce educational and marketing resources that are Georgia specific. Through their website, www.everyonecountsga.org they have posted dozens of video segments from Georgians across the state that can be downloaded and used. Additionally, they have produced fact sheets on the impact census data has on Georgia healthcare, education, and after school programs.

The Center for South Georgia Regional Impact at Valdosta State University has free census posters and table tents available to their [41-county region](#). Details on this program can be found [here](#).

Need a more detailed overview of the materials that are available? ACCG and GMA recently hosted a webinar on outreach and marketing. The webcast and presentation are available to view at <https://www.gacities.com/Resources/Reference-Articles/GMA-ACCG-2020-Census-Webinar.aspx>.

[ACCG](#) and [GMA](#) continue to update member resources on outreach and education on our respective websites. Aside from the materials described above, specific county level data is provided through our associations on hard-to-count communities, internet connectivity, changes in population growth, and response rates.