

Hey Creative!

We Need You



to help protect
our democracy.★

Let us show you how.

★ Seriously, this is not hyperbole. The 2020 Census is quickly approaching and your participation helps determine how billions of dollars of federal funding is distributed and how we're represented in Washington. Even if just a portion of the people in your community isn't counted, everyone gets less. We need to make sure every single person living in the U.S. is accurately counted. And you can help!

You look like you're...

A talented creative, leader, change-maker, social shaker, or a corporate dynamo.



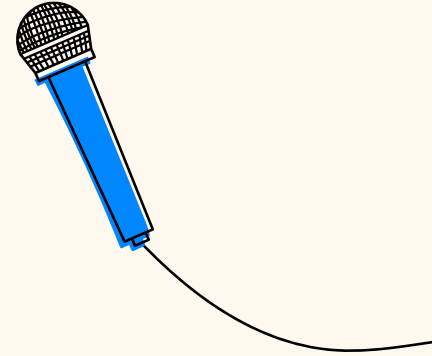
Jonesing for a tangible way to use your talents for good.



Awesome at bringing people together.



Sure that our democracy works best when everyone's voice is heard.



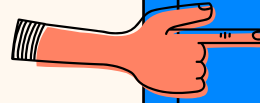
**Feeling Inspired?
Let's do this.**



This is a step-by-step guide for creatives[★] to make sure that everyone[★] is seen and counted in the 2020 Census—one of the most important things that we do as a nation.

★ **Designers, writers, storytellers, content strategists, SEO-ninjas, meme-makers, podcasters, artists, cartoonists, and beyond!**

★ **"Everyone" includes many minority groups, millennials, renters, people in rural communities, people that are digitally disconnected, families with kids under 5, LGBTQ-identifying people and more people like you!**



Start here.

Begin with “What is #CreativesForTheCount?” on page 5 and follow steps 1–3. Then choose your creative path:

I want to jump right into creating some cool Census content. ☆

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★ I want to activate a larger community of creators and community members to collectively develop content that speaks to hard-to-count communities. ☆

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**What is
#CreativesForTheCount?**

What is #CreativesForTheCount?

The U.S. Constitution mandates that we count every resident once each decade, regardless of citizenship status. This data determines the **number of seats each state gains or loses in the U.S. House of Representatives** (a process called apportionment) and is also used to distribute **over \$675 billion per year of federal funds** into local communities.

The stakes are high—the effects of the count will be felt for at least a decade. The next Decennial Census in 2020 will require counting an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. This undertaking is the largest peacetime mobilization in the United States and one of the most consequential pillars of U.S. democracy. It provides the information upon which countless decisions are made.

#CreativesForTheCount taps into the nation's creative talent to broaden and amplify the reach and impact of digital content about the 2020 Census, in order to increase response rates and ensure that everyone gets their fair share of resources and representation.

This means designers, writers, storytellers, technologists, comedians, illustrators, influencers, producers, content strategists, musicians, artists, community organizers, civic leaders and artists all making creative assets that help our nation get a complete and accurate count.



Why Participate in #CreativesForTheCount?

Posters, memes, videos, articles, images—every single piece of content that communicates the importance and purpose of Census 2020 is critical. Content in the right languages that speaks to people in hard-to-count communities has a profound impact on increasing participation. These creative sprints are focused on building a library of this valuable content that can be mined and amplified to get out the count for Census 2020.

The first goal is to make great media that communicate the importance of this undertaking. As creatives develop content ideas and models that tell this story, it can have a ripple effect where other groups take it on to make more content that reaches more people.

Beyond building resources for outreach and momentum for the count, we're responding to excitement—and concern—within the creative community by refining a model for individuals, agencies and creative organizations to direct their energy.



Step 1: Pick a Community to Support

Pick a hard-to-count target audience that you'd like to create content for. Or make stuff that reaches a general audience.

Before diving into content creation, we need to pull the brakes for sec and understand:

1) You!

to ensure you're optimizing your skillz and time.

2) The Target Audience

to ensure you create content that'll resonate.

#CreativesForTheCount aims to reach historically undercounted groups with facts and information via content that is compelling—easy to understand, in their native language, easy to share online. The first step in the process is to select the community (or communities) that you or your team will work to reach with content and media. In order to make content that really connects, it's important to connect with people directly in these hard to count communities—or better yet, to include them on your creative team if you are not already a part of that community yourself—to be sure that the messages resonate.



These are the groups that are hardest to count across the U.S.

American Indian and Alaska Native

Spanish (Puerto Rico)

Black or African American

Native Hawaiian and Pacific Islander (NHPI)

Chinese—Cantonese and Mandarin

Spanish (U.S. Mainland)

Low Internet Proficiency

Vietnamese

LGBTQ

Young and Mobile—Renters, Houseless

Middle Eastern and North African

Families with Kids Under 5

Rural

Step 1: Pick a Community to Support

Know Your Target Audience

You'll want to know the following about your target audience so you can create the *right* content:

- Where do they spend time online?
- How do they receive and share community news and updates online? What about offline?
- What formats (see the next page for examples) feel most trustworthy to them? Which ones don't?

If you're not sure, don't assume! Ask people in your target audience.

Helpful hint: Tap your social networks to find people in your target to chat with for a couple of minutes to get these deets. Connect to local organizations working with these groups and ask to chat! Ask them what they need to connect to their communities about Census 2020 outreach.

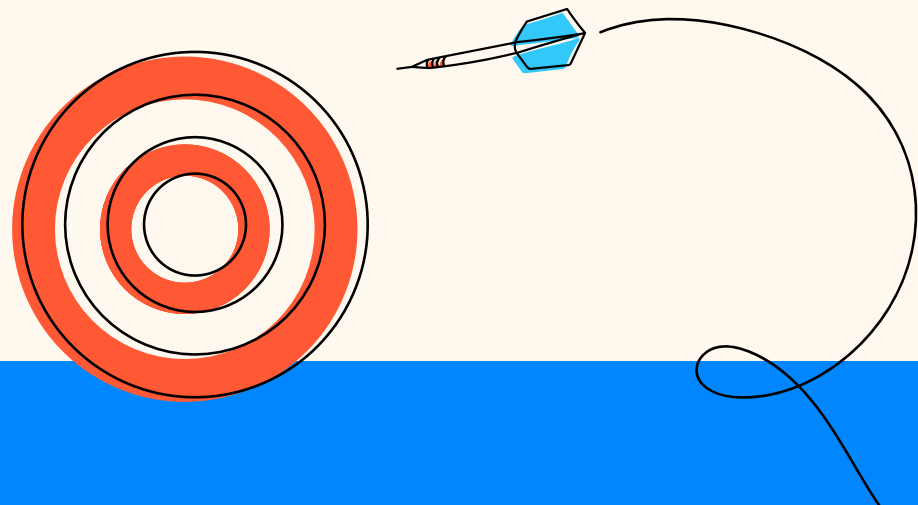
Don't skip this! This is crucial as the answers will vary from community to community. For some, sharing images in WhatsApp might be key; for others, it may be an op-ed in a community newsletter.

Know Yourself

We want to make sure this project is fulfilling for you! So, take a minute to think about :

- What are you really good at? What do you enjoy?
If you're an awesome illustrator, then don't force yourself to pen a Medium post.
- How much time can you commit to creating content?
One lone, live tweet is still better than 20 incomplete memes you never post. Be realistic about what you finish within the time constraints.

- Do you want to do this by yourself or in a group? Solo content creation and hosting an event are both great ways to create content!



Step 2: Select a Format

**Pick the best way to reach
your target community.**

**Now it's time to pick
what to create!**

**Here are some
sample formats
to consider:**

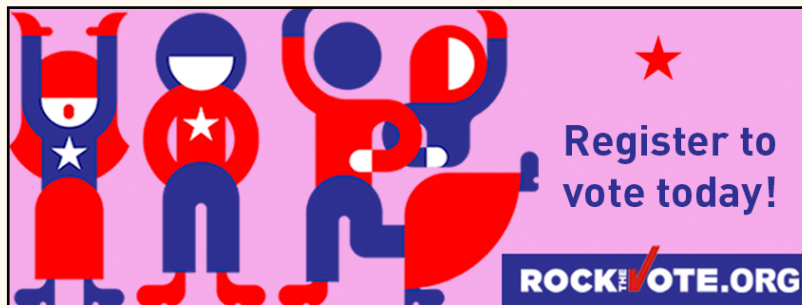
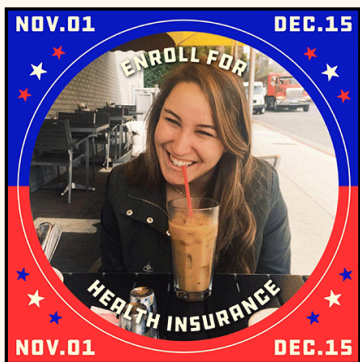


Step 2: Select a Format

Social Media Profile Banners

Rally a community by giving members an easy way to show their commitment to participate. Banners spread awareness and encourage others to learn more or take action.

Some examples: Facebook profile image frames, Twitter header image.

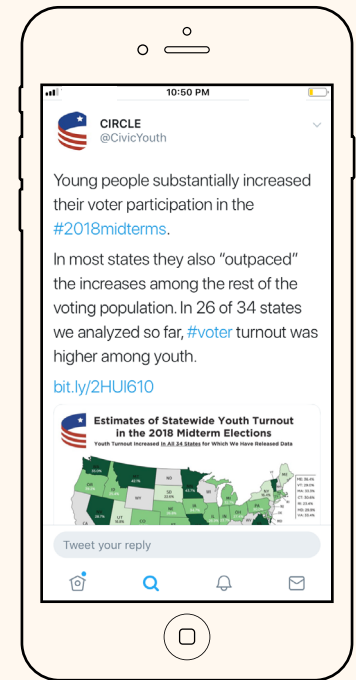
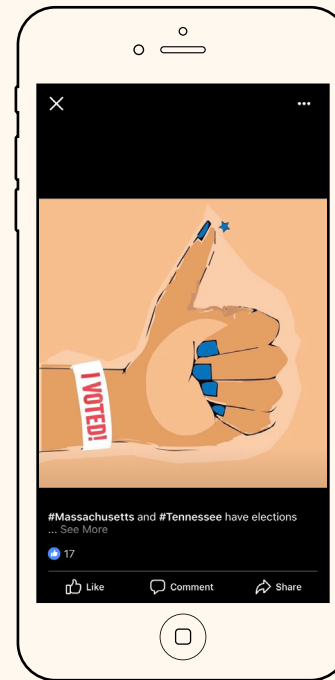
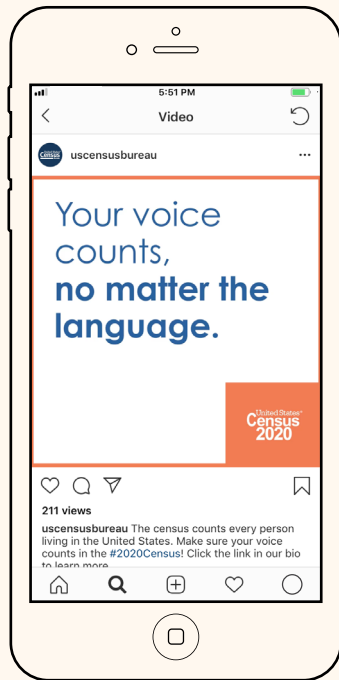


Step 2: Select a Format

Social Media Share Images

Sharing a social media post takes less commitment than updating a social media profile, plus, they're cake to share.

Some examples: Instagram post, Facebook share image, a series of tweets.

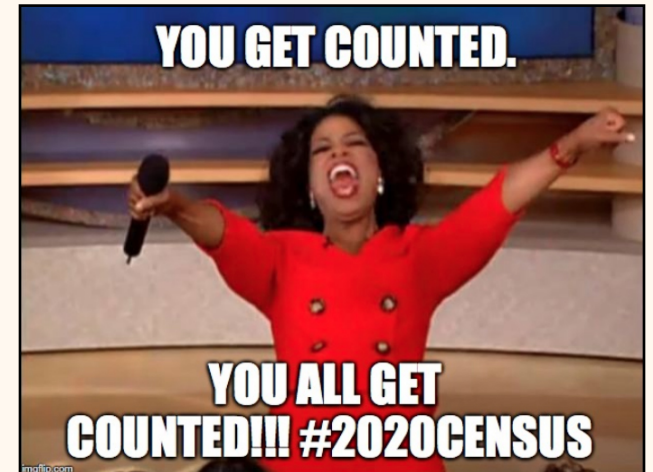
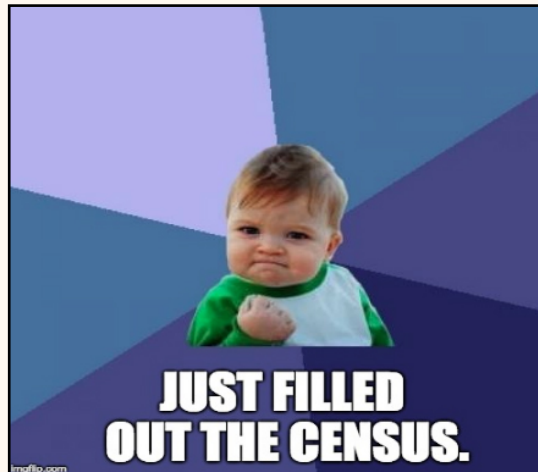


Step 2: Select a Format

Memes

You know it when you see it. These can be great at grabbing attention and sharing and small bits of info. Plus, memes travel easily across messenger apps and social media platforms.

Some examples:



Step 2: Select a Format

Videos

Currently, the most viral form of social media, videos are great at catching attention in a newsfeed, communicating complex issues, or motivating people to take action.

Some examples: Short clips, explainers, gifs.

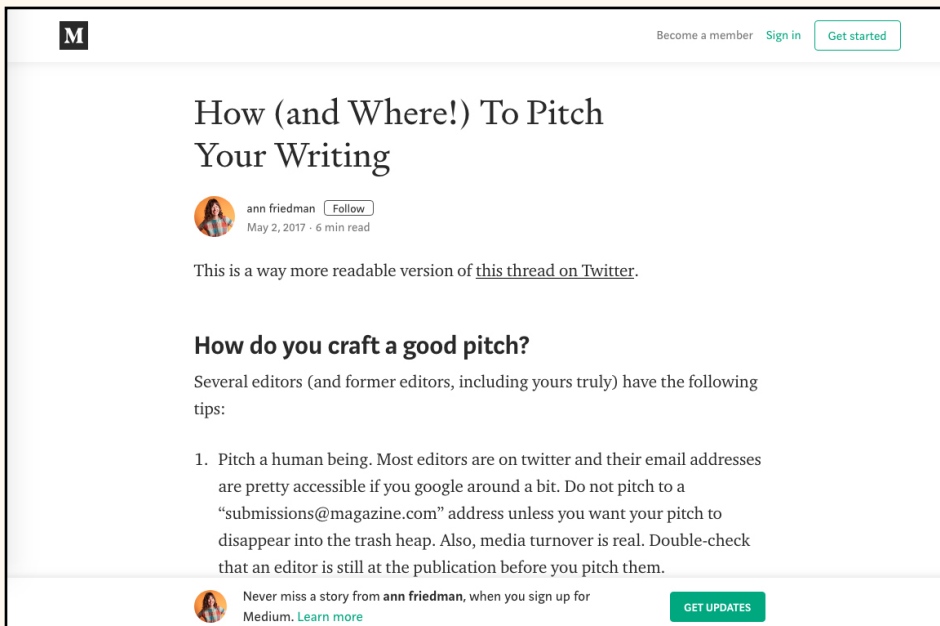


Step 2: Select a Format

Written Content

Written content can be best for explaining in more depth the importance of participation to the entire community; especially if published on platforms trusted by your target audience. E.g. if your target audience is committed to its community center, then the center's e-newsletter could be a great place for an article.

Some examples: Articles, blog posts, E-newsletters.



Step 3: Pick a Key Message

Pick the message your content will communicate.

You may already know the message that fits your community target because you know them so well. To get you started, here are the facts and message types that hard-to-count audiences need to hear. Remember, your message and how you deliver it will absolutely depend on the community you're trying to reach, so use the following messages as a guideline and then refine by connecting with your target community.

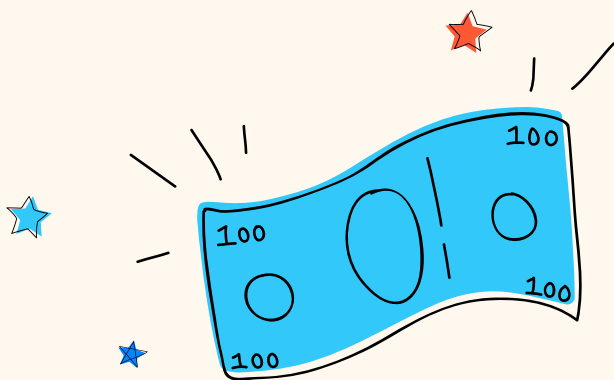


Step 3: Pick a Key Message

General Census Education

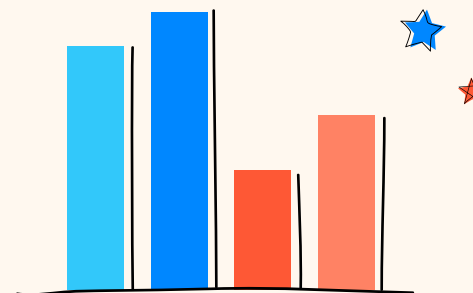
Increased Census participation = more money for your community.

- The Census determines how our government distributes over \$675 billion of federal funding. These funds support your state, county and community's vital programs. Federal funds, grants, support to states, counties and all communities are based on population totals and breakdowns by sex, age, race, and other factors.
- Watch the video: [The Census is About Power and Money](#)



Your community uses data from the Census in many ways.

- Residents use this data to determine where to move (school crowding, parks, services, etc.)
- Businesses use Census Bureau data to decide where to build factories, offices, stores. These, in turn, create jobs.
- Local government officials use Census data to ensure public safety and plan new schools, hospitals, senior centers, roads, and much more.
- Real estate developers and city planners use the Census to plan new homes and improve neighborhoods.
- Watch the video: [Shape Your Future](#)

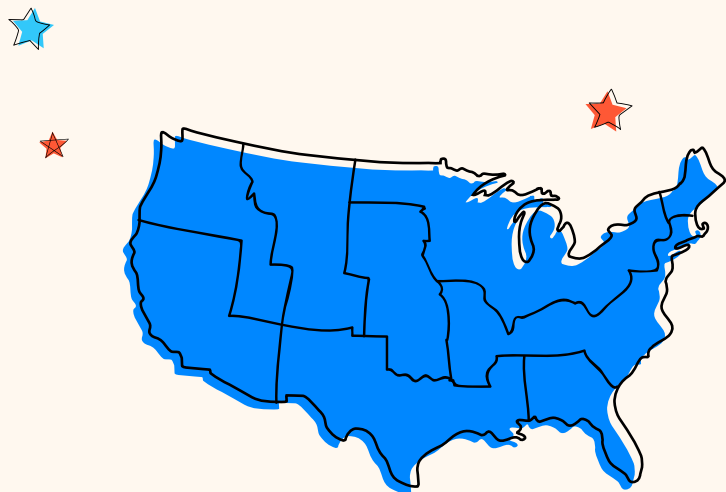


Step 3: Pick a Key Message

How You're Represented in Congress

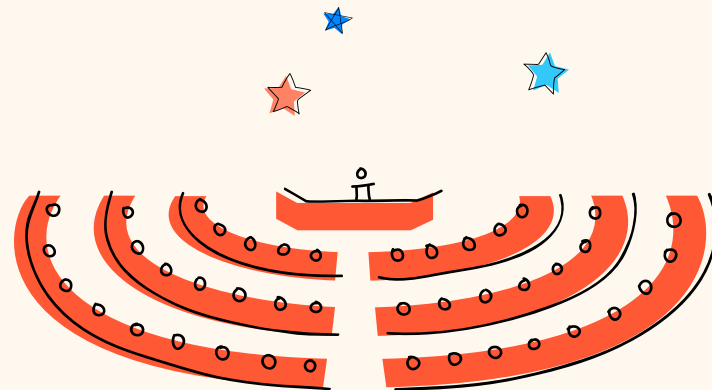
Redistricting:

After each Census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



Fair Representation:

Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets. The 2020 decennial reapportionment will take effect for the 2022 elections.

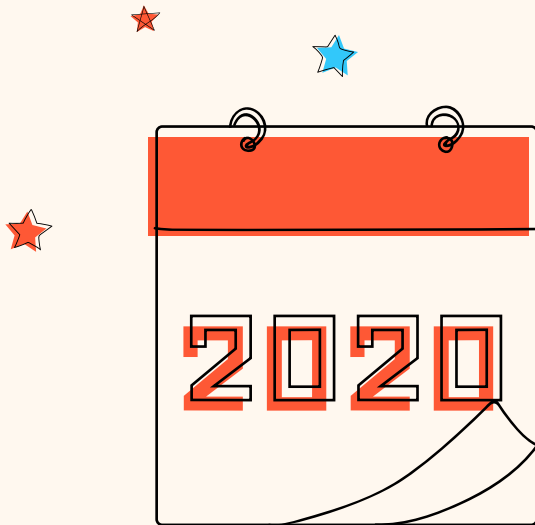


Step 3: Pick a Key Message

It's The Law!

The U.S. Constitution requires a Census every 10 years.

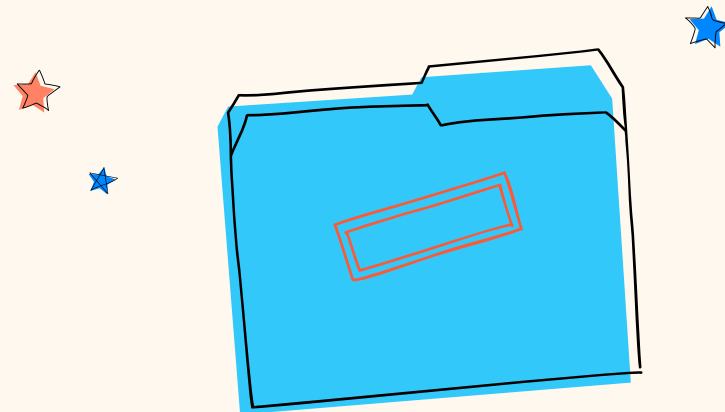
The Census covers the entire country and everyone living in the U.S. regardless of citizenship, since 1790.



Your responses are confidential!

Federal law protects your Census responses.

Your answers can only be used to produce statistics. By law, your information cannot be shared with immigration enforcement agencies, law enforcement agencies, any other federal agency, or be used to determine eligibility for government benefits.



Step 4: Decide Whether You Want to Host a #CreativesForTheCount Event or Make Content Yourself



I want to activate a larger community of creators to collectively develop content that speaks to hard-to-count communities.

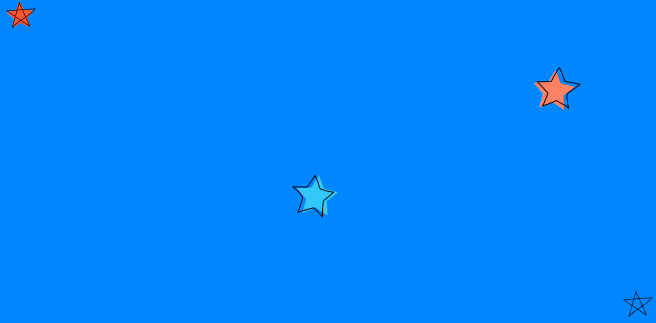


**Continue to Step 5
on next page.**

I want to jump right into creating some cool Census content.



**Skip to “Create Cool
Census Content”
on page 31.**



Host a #CreativesForTheCount Event

Gather together a bunch of creative people for big, quick impact on your target community.

If you're a person, agency or creative organization, you can host an in-person or virtual creative sprint to generate fresh content and spread the word to make sure that everyone is counted in the 2020 Census.

Hosting an event is a great way to drive impact and make sure your community is counted and has a voice.

We've pulled together a few key steps to help you host!

Step 5: Form a Team and a Plan

Make sure you have the support and game plan to ensure your event is a success.

Find your team:

If a rising tide lifts all boats, you don't want to be the only captain riding the waves. Form a team or committee who is dedicated to helping make the event a success! Assigning roles can help divide and conquer responsibilities such as:

- Event Planner
- Lead from community group that represents local or national hard-to-count community
- Sponsorship Lead
- Outreach and Marketing lead
- Volunteer and Partnership lead
- Food and Beverage Coordinator
- Coordinator for post-event follow-up



Tip!

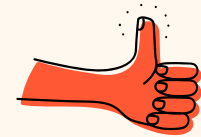
Partnering with local hard-to-count community groups boosts interest and cross-cultural understanding. Motivate volunteers by sharing the values and importance of the event.

Step 5: Form a Team and a Plan

Set Your Agenda:

Customize your event agenda to work for you and your participants. Events may include time for:

- Networking
- Speakers
- A panel discussion
- Ice breakers



Tip!

Plan for check-in, networking, workshop kickoff, food breaks, ice breakers, recap and next steps with the group.

Step 6: Set a Date and a Place

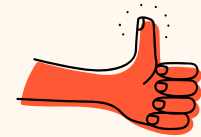
Nail down the details!

Find Your Space:

To hold an event, you'll need a location that includes the following:

- Tables
- Seating
- Power supply
- Wi-Fi connection
- Refreshments
- Projector

Work with your event team and community partners to nail down an event space that works for your event style and agenda. Then set a date!



Tip!

Consider Local co-working spaces, corporate offices, the local library, and university media or entrepreneurial labs.

Step 6: Set a Date and a Place

Nail down the details!

Consider Sponsors:

You can work with sponsors to cover basic costs of throwing your event, including your venue space, food, snacks, beverages. In return, you can offer:

- **Giveaways:**
Sponsored swag bags, community prizes, content creation awards, etc.
- **Marketing:**
Inclusion in event communications and a shout out during the event.

Consider Speakers, Moderators And Guests Of Honor:

Reach out to key people who can add value to the event. Examples include:

- **Speakers, such as community organizers, leaders and local government officials:**
Can provide keynotes, speak to key messages for a community, offer connections to sponsorships, offer insight during the content creation process.
- **Photographers, videographers and digital media experts:**
Can capture the event, promote it and provide useful follow up content to participants and sponsors.

Step 7: Send Out Invites

Recruit your creatives.

Be strategic about the folks you invite by considering what skills you need to create the content and format you've decided on, and who will share it afterward.



Here are examples of skill sets needed for different kinds of content creation:

Social Media Banners

Graphic designers, social media managers

Share Graphics

Creatives, social media managers

Illustrations

Illustrators, social media managers

Articles

Writers, journalists, bloggers, social media managers

Visual Art

Painters, sculptors, visual artists, social media managers

Videos

Directors, camera-people, hosts, social media managers

Step 7: Send Out Invites

Promote your event.

Explore different digital platforms to create your invitation and promote your event, such as Eventbrite, Splash, Facebook Events, and promotion through Instagram, LinkedIn, and other relevant social media.

Encourage organizers, creative participants, volunteers and sponsors to share the event to their networks. You can also promote your event through local influencers, established events and community organizations, such as a local design or accelerator weekend.

Finally, don't underestimate the power of real advertising! Consider dropping flyers in local coffee shops, co-working spaces, and the local library.



Step 8: Get Set Up

Prep the space for a successful event and aftermath.

Here's a checklist to ensure you're prepared for the big day.

Before the event:

- Select a platform beforehand to curate/archive the content produced
- Prepare materials and print anything people need, like agenda/schedule, guides, Wi-Fi password, etc.

Once at the venue, set up:

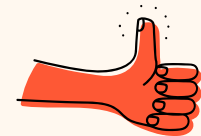
- Screen for presentation
- Break-out group spots in the venue
- Google Drive folders for each group
- [Slack channel](#) on projector
- Printed Materials: [contribution sheets](#) & [Census 101](#) (see page 36)
- Brief e-distributed on Slack

Bring supplies:

- Computers
- Smartphones
- Editing apps
- Post-its, Sharpies, big memo pads or whiteboards for idea iteration
- Name tags (create-your-own)

Optional supplies:

- Video cameras
- Filming backdrops



Tip!

Encourage participants to bring their own tech and use apps they're already comfortable with.

Step 9: Come Together!

Make sure the event goes off without a hitch.

Use this sample [Run of Show](#) to guide your day.

After the event:

Remember to follow up. Here's a checklist of follow-up best practices.

- Thank participants, organizers, sponsors
- Review and follow up with contribution cards for ongoing commitments to content production
- Provide a platform to stay in touch and apprised of Census news, developments, and updates, such as a Facebook Group, Slack or Listserv.



Tip!

Don't forget content production and social media before and during the event. Generate buzz leading up to release of content via social media Encourage the use of the hashtags

**#2020Census
#CreativesfortheCount**

A collection of five stars in the top right corner of the page. There are two blue stars, one white star with a black outline, and two white stars with black outlines of varying sizes.

Create Cool Census Content

Whether you can only spare 10 minutes to generate a simple social share image, or you've pulled together dozens of creatives to power through an entire campaign, you're making an impact. If your post convinces even **just one person to complete the 2020 Census, it's a win for their community. And, the country! #WinWin**

You already picked your target audience and format, so there are just a few more things you need to make sure your work is a success!

Step 10: What You Need To Know About Permissions

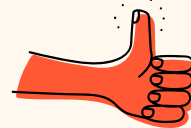
Let's get clear on all the legal stuff.

Everything created during this event is considered Open Content and can be copied or modified freely, without asking for permission. After the event, content may be distributed in the following ways:

- Uploaded to social media and content distribution hubs such as Giphy, Tenor, YouTube, Facebook, Twitter & Pinterest.
- Added to a custom database for partners to use.
- Used as awareness marketing for local museums & cultural organizations associated with at-risk groups.
- Shared with local and national media companies as part of an ongoing awareness effort.

Images

Try to use materials available for license or include a note that licensing information requires more research. For any downloaded artwork, please use the source name and image ID in the file name so it can easily be found again (for high-res download, etc). When in doubt about the availability of usage, please make note when sharing with others.



Some free photography websites include:

unsplash.com pexels.com reshot.com

Written content

In the fight against mis- and disinformation, accuracy is key! Please double-check all facts, and if quoting someone, please use attribution including date, name, and source. When in doubt, [Census.gov](https://www.census.gov) is your first stop for fact-checking.

All Set? What's Next?

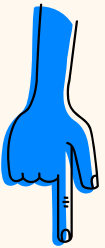
The last details you need to make
your hard work a success.

Step 11: Collect and Share on the Socials

Collect your content and share it far and wide.

Use the shared Google Drive and Slack channel you set up before the event to collect the files you and others have created. You've already done research on audience targeting when you selected your community, so go ahead and start sharing in relevant places!

Remember to include the national hashtags when sharing online!



**#2020Census
#CreativesForTheCount**



Tip!

To find additional relevant hashtags for your social media posts, we recommend **RiteTag**, which can suggest content by text or scanning your images.

Step 12: Keep Moving, Share Metrics, Collect Feedback

Whenever possible, make use of tools, like Google Analytics, to track the success of your content. Gather numbers on users, downloads, or other metrics, and stories from users on how they are using the product. Share what you learn with [#CreativesForTheCount community](#) on Slack, so we can all continue to make more awesome content!



All The Resources You Need To Get Things Done

Event and Ongoing Communication:

- [Commitment Sheet](#)
- [Slack Channel](#)
- [Census 101](#)
- [Sample Run of Show](#)

About the Census:

- [Census Privacy Laws One-Sheet](#)
- [Census Accelerate Deck](#)
- [Current 2020 Census Updates](#)
- [2020 Census Fact Sheets](#)

The Census in Communities and Hard-to-Count Groups:

- [Can Cities Save the Census?](#)
- Video: [Shape Your Future](#)
- Video: [The Census is About Power and Money](#)
- [National LGBTQ Taskforce: Queer The Census 2020 Fact Sheet and Resources](#)
- [NALEO Educational Resources for Reaching Latinx communities](#)
- [AAJC Resources for Reaching Asian American Communities](#)

Content Creation:

Self-publishing resources

- [Medium's Curation Guidelines: Everything Writers Needs To Know](#)
- [5 Simple Tips For Writing Awesome Listicles For Medium](#)

Story-craft and pitching resources

- [How \(And Where!\) To Pitch Your Writing](#)
- [What Makes A Good Pitch? NPR Editors Weigh In](#)
- [8 Tips For Writing A Listicle That Will Get Published](#)

Social Media Sizes

- [Guide to Social Media Image Sizes](#)
- [Guide to Social Media Video Specs](#)

Acknowledgments



This toolkit was made by creatives for creatives. We offer our hefty gratitude to the skills and time these Creative Ambassadors shared with their community to make this happen.



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Census
2020

ROCK THE **VOTE**

The slide features a light cream background with scattered decorative elements: several blue and orange stars, a large black scribbled line on the right side, and several thin black lines of varying lengths. The main text is positioned on the left side.

**★ Thank you for sharing
your skills to help
make a difference.**

**#2020Census
#CreativesForTheCount**