Georgia’s Census 2020 Complete Count Committee Toolkit Rollout
AGENDA

1. Welcome & Introductions

2. What has your community been doing to prepare for Census 2020?

3. What the State Complete Count Committee (CCC) and other partners have been doing to prepare for Census 2020

4. Questions & Answers
What Has Your Local CCC (or community/group) Done?

- Who makes up your committee?
- What activities have taken place?
- What challenges have you encountered?
- What could the state CCC do to assist your efforts?
The State’s Campaign has Officially Kicked Off
The State's Campaign has Officially Kicked Off

GA Census @gacensus2020 1:16

Everyone Counts.

"Having childcare allowed me to work, pay the bills, move out of the shelter and make a home here."

The census count helps direct funding for shelters and childcare.
The State’s Campaign has Officially Kicked Off
The State’s Campaign has Officially Kicked Off
Georgia’s Census 2020
Complete Count Committee

- Established by Governor Deal in 2017, expanded by Governor Kemp in 2019
- Has been working to develop a strategy and marketing plan
- Approximately 70–75 individuals and groups representing numerous groups, hard-to-count populations, and entities understanding the importance of the Census
Purposes of Georgia’s Census 2020

Complete Count Committee

- Develop messaging that clearly, concisely and consistently informs Georgians of the importance of participating in the Census.

- Develop a marketing plan that includes all types of outreach opportunities to convey the messaging.

- Create materials that can be shared with local Complete Count Committees, groups, interested parties, at little to no cost, which can be used within their community.
What Georgia’s Census 2020 Complete Count Committee Has Done

- Met as a full committee with additional subcommittee work done
- Secured a marketing & PR firm to help formulate campaign
- Developed a tagline of Every.One.Counts.
- Brought on two Co-Executive Directors
  - Lori Geary & Tharon Johnson
- Developed website to house material
- Established social media presence
- Made information available to interested parties
2020 CENSUS IS ONLINE
Census 2020 will be online

- Internet First
  - You will receive a postcard requesting that you go online and complete the Census on the first mailing

- Internet Choice
  - You will receive a letter and the form requesting that you complete the Census on the first mailing
Census 2020 will be online

Regardless of how you are contacted by the Census Bureau, you will be able to complete the Census by ANY of the following:

- Paper Form
- Online
- By Phone (you can call the Census Bureau and complete over the phone)

EVERYONE will receive a paper copy of the form on the 4th mailing by the U.S. Census Bureau

If you haven’t completed the Census after the 5 mailings, a friendly enumerator will knock on your door up to 6 times to obtain your response
2020 Census
Self-Response Mail Strategy

**Self-Response**

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

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(* Targeted only to nonresponding households)

Dates in the table below are in-home dates.
WHO GETS THE FORM?

&

WHO GETS THE POSTCARD?
Internet First / Bilingual
Internet First / English
Internet Choice / Bilingual
Internet Choice / English
SO WHAT HAS THE STATE’S COMPLETE COUNT COMMITTEE CREATED?
Every. One. Counts.


CENSUS 2020
Logos & Taglines

- Available for download and use on your materials
- Please use only as provided
  - Logo
  - Tagline
  - Fonts & Colors
- We are making these available to ensure consistent branding & messaging – Please do not alter these which will distort the unified image that we are working to convey
- We will happily review anything that you have created to ensure consistency and accuracy
Toolkit Contents

- Printable Version & Content on Website
- Important Dates
- Tips for Getting Started
- Possible Outreach Activities
- Helpful Hints
- Talking Points
- Downloadable Resources
- Information from the U.S. Census Bureau
Every. One. Counts.

The 2020 Census

The Census helps communities understand their present while preparing for the future.

Find out what the Census is, how it affects programs and funding, and how else it better communities across Georgia.

WHAT IS THE CENSUS?
Every.
One.
Counts.
POSTERS
We build communities by hand. The Census count helps direct funding for housing programs.

Every. One. Counts.

I continue to grow through the growth of my community. Census data helps determine funding for programs that benefit families and education.

Faces of Georgia

Livestock is my livelihood. Without it, I would be lost.

The Census impacts funding for food, healthcare, and job training for rural communities.

Every One Counts

The library is my happy place.

The Census can be filled out online at your library and you can check out books too!

Every One Counts
Faces of Georgia

I like helping my neighborhood flourish.

Every. One. Counts

We might seem too small to some but never too small to count.

Every. One. Counts
Faces of Georgia

No child should go to school hungry.

I do everything on my phone, glad to hear the Census is too.
Faces of Georgia

We enrich our legacy through the education of our children.

Census 2020 helps direct funds to programs that benefit families and children.

Every. One. Counts.

Having childcare allowed me to work, pay the bills, move out of the shelter and make a home here.

Census 2020 helps direct funding for shelters and children.

Every. One. Counts.
Faces of Georgia

Home is where you laugh, live and love your chosen family.

Voluntary service deserves quality healthcare.

Every. One. Counts.
Faces of Georgia

Georgia is where I call home, Georgia is where I will be counted.

Census 2020

Sergio, Lilburn, GA

Cada Persona Cuenta.

Funds her journey into this world and keeps her healthy throughout it.

Census data is used to fund programs for prenatal care

Matthew & Malia Almona, GA

Every One Counts.
Faces of Georgia

Every. One. Counts

A non-partisan, secure survey that speaks my language.

We should take care of our streets and each other.

Census 2020

Census counts impact funding for programs to end homelessness.
Faces of Georgia

We see the Deaf Community as a culture rather than a disability. Funding for programs benefitting individuals with any visual handicaps is in our hands - complete your Census today.

Every. One. Counts.

Adelia
Dawsonville, GA

Gives me the assistance to keep my golden years, golden.

Census data helps determine Medicare funding.

Every. One. Counts.

Donny
Stone Mountain, GA
Faces of Georgia

Every. One. Counts

It's me and mommy and daddy. That makes 3, but I can count to 100.

I make art. And I appreciate being appreciated.

CENSUS 2020
YOUR Faces of Georgia

- Ability to customize a poster with a Trusted Voice from your community
  - You upload a photo
  - You insert the individual’s name and hometown
  - You print (electronically or physically) as many copies as you want

- YOU MUST obtain a RELEASE FORM before you can legally use their image in the campaign (Release Form included on the fulfillment site)

- You can customize specific elements for your community in about 5 minutes
YOUR Faces of Georgia

I like helping my neighborhood flourish.

Every. One. Counts.

Keri
Decatur, GA
COMMERCIALS
Commercials (TV)

- All Major TV Markets
  - Atlanta
  - Savannah
  - Augusta
  - Columbus
  - Macon
  - Albany
  - Tallahassee/Thomasville
- OTT & Cable TV Statewide which includes Geo-targeted to Hispanic, African-American, as well as Live TV via Premion & Gamut
Commercials (TV)

- Early AM Programming
  - Early Local News, Today Show, Good Morning America, Good Morning America Sunday, CBS This Morning, Good Day Atlanta

- Early Fringe/Early News
  - Dr. Phil, Dr. Oz, Judge Judy, Ellen, Tamron Hall, Family Feud, Univision Noticia, Andy Griffith, People’s Court, Extra, Local News

- Prime Access

- Late Night
  - Local News
Commercials (TV) – Atlanta Market

- Stations Purchased:
  - WSB-TV (Channel 2 – ABC)
  - WAGA-TV (Channel 5 – FOX)
  - WXIA-TV (Channel 11 – NBC)
  - WGCL-TV (Channel 46 – CBS)
  - WATL-TV (Channel 36 – The ATL)
  - WUPA-TV (Channel 69 – CW)
  - Bounce TV
  - Peachtree TV (Channel 17 – Independent)
  - Telemundo (Channel 23)
  - Univision (Channel 34)
Commercials (TV) – Savannah Market

- Stations Purchased:
  - WSAV (Channel 3 – NBC/CW)
  - WTOC (Channel 11 – CBS)
  - WJCL (Channel 22 – ABC)
  - WTGS (Channel 28 – FOX)
  - WGSA (Channel 34 – Heroes & Icons)
Commercials (TV) – Augusta Market

- Stations Purchased:
  - WJBF (Channel 6 – ABC)
  - WRDW (Channel 12 – CBS)
  - WAGT (Channel 26 – NBC)
  - WFXG (Channel 54 – FOX)
Commercials (TV) – Columbus Market

- Stations Purchased:
  - WRBL (Channel 3 – CBS)
  - WTVM (Channel 9 – ABC)
  - WLTX (Channel 19 – CBS)
  - WXTX (Channel 54 – FOX)
Commercials (TV) – Macon Market

- Stations Purchased:
  - WMAZ (Channel 13 – CBS)
  - WGXA (Channel 24 – FOX/Channel 16 – ABC)
  - WMGT (Channel 41 – NBC)
  - WPGA (Channel 58 – Independent)
Commercials (TV) – Albany Market

- Stations Purchased:
  - WALB (Channel 10 – NBC)
  - WXFL (Channel 31 – Fox)
  - WSWG (Channel 44 – CW)
Commercials (TV) – Thomasville/Tallahassee Market

- Stations Purchased:
  - WCTV (Channel 6 – CBS)
  - WTWC (Channel 40 – NBC)
  - WTXL (Channel 27 – ABC)
Commercials (Radio)

- 122 Radio Stations in Smaller Markets (statewide)
- News & Weather sponsorships
Over The Top/Cable TV Streaming –

- Who do these ads target?
  - Cord Cutters
  - Alternative ways to watch their favorite cable networks
  - 18-34 plus additional Hard-to-Count Demographics
- Ability to Geo-Target by demographic segments (when they watch, where they watch, how they watch)
  - Roku
  - Amazon Fire Stick
  - Apple TV
  - Sling
VIDEOS
Fun Videos

- Can be used for TV, but also for social media and public presentations

- Can be part of a video board at your library, chamber of commerce, city hall, county courthouse, school, church, business, etc.

- Think creatively!!!
Mascot Video (:60, :30, :10, :05)

Every One Counts.

Every DAWG Counts.

Every OWL Counts.

Every TIGER Counts.

Every WOLF Counts.

Every EAGLE Counts.

Every BLAZER Counts.

Every PANTHER Counts.

Every YELLOW JACKET Counts.

One thing we agree on. We love our state.

Every One Counts.

CENSUS 2020 censusgeorgia.gov
Mascots
TIMING OF ADVERTISEMENTS
## 2020 Census Self-Response Mail Strategy

### Self-Response
- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
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### 2020 State Elections and Voter Registration Calendar

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<th>Voter Registration Deadline</th>
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<td>Presidential Preference Primary and Special Election</td>
<td>February 24, 2020</td>
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<tr>
<td>Special Election Runoff</td>
<td>February 24, 2020</td>
<td>April 21, 2020</td>
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<td>General Primary Election, Nonpartisan</td>
<td>April 20, 2020</td>
<td>May 19, 2020</td>
</tr>
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<td>General Election, and Special Election</td>
<td>April 20, 2020</td>
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<tr>
<td>General Primary Runoff, Nonpartisan</td>
<td>April 20, 2020</td>
<td>July 21, 2020</td>
</tr>
<tr>
<td>General Runoff, and Special Runoff Election for Local and State Offices</td>
<td>June 22, 2020</td>
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<tr>
<td>General Primary Runoff Election for Federal Offices</td>
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COLORING SHEETS
Coloring Sheets

- Available for Download & Printing

- Great for:
  - Preschools
  - Schools
  - Home schooled children
  - Your own children or grandchildren
  - Yourself to relieve stress
Coloring Sheets

The Census counts people. Make sure it counts you!
Fill out your Census in April 2020

You can respond by phone call or online through a mobile device or computer.


CENSUS 2020

THE CENSUS DETERMINES THE FEDERAL FUNDING FOR EDUCATION, TRAINING, AND SERVICES EVERY 10 YEARS. MAKE SURE IT COUNTS YOU!
Table Tents

- Available for Download

- Great for:
  - Restaurants
  - Break Rooms
  - Chamber of Commerce Annual Meeting
  - Libraries
  - Tables at Community Events
Table Tents

I like helping my neighborhood get better.
The Census helps provide much needed neighborhood improvements.

Be sure to fill out the 2020 Census.

Every. One. Counts.

It’s that simple, Georgia. Whether you moved here yesterday or yesteryear, you count. Brand new to this world or gently used, we all count.

And together, we call Georgia home, and we need to make sure it’s rightfully represented. Because in the end, it comes down to money.

More people means more federal funds to feed children, save newborns, cure diseases, support schools and be accurately represented in government. So we need to work together on this Georgia, because Every. One. Counts.
Bookmarks

The 2020 Census can be completed online

No access? No problem.

Your local library has free internet and resources to help

For more information visit census.georgia.gov

Dates to remember for the 2020 Census

MARCH 12-20
INVITATIONS TO RESPOND WILL BE SENT OUT
MOST HOUSEHOLDS WILL BE ASKED TO RESPOND ONLINE, HOWEVER SOME WILL ALSO RECEIVE PAPER QUESTIONNAIRES

APRIL 8-16
A REMINDER IF YOU HAVE NOT RESPOND YET
IN CASE YOU MISSED THE INITIAL LETTER, A REMIND LETTER AND QUESTIONNAIRE WILL BE SENT TO YOU

APRIL 20-27
LAST NOTICE
A FINAL REMINDER POSTCARD WILL BE SENT BEFORE A CENSUS TAKER WILL FOLLOW UP IN PERSON

CENSUS 2020
Be sure to fill out the 2020 Census.

Every. One. Counts.

It’s that simple, Georgians. Whether you moved here yesterday or yesterday, you count. Blend new to this world or barely used, we all count.

And together, we call Georgia home, and we need to make sure it’s rightfully represented. Because in the end, it comes down to money.

More people means more federal funds to feed children, save newborns, give doctors, s, great schools and be accurately represented in government. So we need to work together on this Georgia, because Every. One. Counts.
DOOR HANGERS
Door Hangers

Be sure to fill out the 2020 Census.

Every One Counts

It’s that simple, Georgia. Whether you moved here yesterday or yesterday, you count. Born new to this world or gently used, we all count.

And together, we call Georgia home, and we need to make sure it’s rightfully represented. Because in the end, it comes down to money.

More people means more federal funds to feed children, save hospitals, cure diseases, support schools and be accurately represented in government. So we need to work together on this. Georgia. Because Every One Counts.

CENSUS 2020
census.ga
PLACEMATS
Placemats

CENSUS 2020

Every. One. Counts.

Be sure to fill out the 2020 Census.

Every. One. Counts.

It’s that simple, Georgians. Whether you’ve lived here yesterday or yesterday, you voted for. It’s your call to help fill out your census tomorrow.

Every. One. Counts.

And together, we will fill out this important form. That’s a fact. Even if you’re not from here, we want you to fill out your census form.

Every. One. Counts.

CENSUS 2020
census.gov
T-Shirts

Every. One. Counts.

FANS
Education gives my children endless possibilities.

Cada Persona Cuenta.

The Census determines the federal funding for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more.

It's that simple, Georgia. This is where we call home, and we need to make sure it's rightfully represented. Because in the end, it comes down to money. More people means more federal funds to feed children, save newborns, support schools and much more. Let's work together, Georgia, because Every One Counts.
WINDOW CLINGS
Window Clings

Every. One. Counts.

CENSUS 2020
census.census.gov
BUTTONS
WALL MURALS
Everyone Counts.

CENSUS 2020
census.Georgia.gov
Items You Can Print Yourself

- 8½” x 11” posters
- Posters You Create with Template
- Coloring Pages
- Bookmarks
- 11” x 17” Placemats
- Table Tent Cards
Items You Can Download for Use in Social Media

- Posters
- Videos
- Commercials
  - TV
  - Radio
- Any Item that We Have Created

- Follow Our Social Media!!!
Items You Can Order through our website

- Posters (Bundles of all 20)
  - 8½” x 11” posters
  - 18” x 24” posters
  - 24 “x 36” posters
- Door Hangers (Bundles of 5)
- Bookmarks (Bundles of 5)
- Table Tent (Bundles of 5)
- Decal/Window Cling

- Fans
- Vinyl Wall Applique (2 sizes)
- Banner
- Buttons
- T-Shirts (2 colors; Eng. Or Span.)
Items You Can Send to Your Own Printer of Choice

- Posters
  - 8½” x 11” posters
  - 18” x 24” posters
  - 24 “x 36” posters
- Door Hangers
- Bookmarks
- Table Tents
- Decal/Window Cling
- Coloring Pages
- Fans
- Vinyl Wall Applique
  - 48” x 96”
  - 96” x 144”
- Banner
  - 8’ x 4’
- Buttons
- T-Shirts
- Placemats
VERBIAGE FOR NEWSLETTERS
Verbiage for Newsletters

- Business-Card Size
  - Typically about 75–100 words
  - About 10 examples

- Brief Summary
  - Typically 3 paragraphs
  - 4 examples

- Extended Verbiage
  - Almost one page
  - 1 example
Verbiage for Newsletters

Children Matter (79 words)

Our childrens’ future is directly tied to their academic achievement. Without their basic needs being met, such as having adequate food to fuel their bodies, they cannot achieve the academic success that they would if their basic needs are met. Programs such as the School Breakfast Program, National School Lunch Program, WIC and SNAP all use census data to calculate funding which helps ensure our children are adequately prepared to learn. Your count makes a difference for our children. Remember Georgia, Every.One.Counts.
NEWSPAPER ARTICLE
Canned Newspaper Article

- The work is done for your local newspaper
- The information has been fact-checked and verified
- It’s an easy way to reach hundreds/thousands of readers
Letter to Editor

- The work is done for you to send to your local newspaper
- There is space for you to insert why this is important to your community
- It’s an easy way to reach hundreds/thousands of readers with minimal effort
SOCIAL MEDIA
Follow Us On Social Media

Search: “Georgia Census 2020”
VOICES FOR GEORGIA'S CHILDREN & FAMILY CONNECTION PARTNERSHIP
"There is just so much good to come out of this, and I don’t think a lot of people know the severity and the importance of this census count."

THE CENSUS PROVIDES GEORGIA $1.6 BILLION DIRECTLY IMPACTING AFTERSCHOOL PROGRAMS EVERY YEAR.

BE COUNTED IN CENSUS 2020. you will receive information starting in march on how to complete your form online, by phone, or on paper.

MARIANNE YOUNG
Special Education Advocate,
Autism HOPE Center
MUSCOGEE COUNTY, GA

"I don’t want a child to languish for four years because nobody knows how to help them."

THE CENSUS PROVIDES GEORGIA $300 MILLION TOWARDS SPECIAL EDUCATION EVERY YEAR.

BE COUNTED IN CENSUS 2020. you will receive information starting in march on how to complete your form online, by phone, or on paper.
ALVIN COOPER  
CLINCH COUNTY, GA

"There is just so much good to come out of this, and I don’t think a lot of people know the severity and the importance of this census count."

MARIANNE YOUNG  
MUSCOGEE COUNTY, GA

"I don’t want a child to languish for four years because nobody knows how to help them."

THE CENSUS PROVIDES GEORGIA $1.6 BILLION DIRECTLY IMPACTING AFTERSCHOOL PROGRAMS EVERY YEAR.  
EVERY. ONE. COUNTS.

THE CENSUS PROVIDES GEORGIA $300 MILLION TOWARDS SPECIAL EDUCATION EVERY YEAR.  
EVERY. ONE. COUNTS.
Voices for Georgia’s Children/
Family Connections Partnership

**Census Impacts: Education**

- Georgia received $5.8 billion federal dollars for education-related programs.
- In 2015, Georgia had 1.2 million students.
- Georgia ranks 34th in education in the U.S.

**Census Impacts: Health Care**

- Georgia's county healthcare shortage:
  - 23% have no dentist.
  - 76% have no licensed psychologist.
  - 79% have no OB-GYN.
  - 63% have no pediatrician.
  - 9% have no doctor.

- Federal funding for health programs:
  - In federal dollars, Georgia received $15.8 billion in 2015 from 2010 census counts.
  - More than 50% of Georgia's kids do not have dental care in the last year.
  - 14% of Georgia's kids did not receive behavioral health services they needed.

- Population data directing where resources, community services, and hospitals should go.
Voices for Georgia’s Children/
Family Connections Partnership

Georgia Counts, You Count - Census 2020

The census is a count of all people living in the United States. You can fill out the census form online, on paper, over the phone, or in person with a census worker at your home.

Why you count

- The census helps your family get the school, transportation, healthcare, and services you need to be successful.
- Census counts direct money to programs like School Lunch, Head Start, SNAP, WIC, Medicaid/CHIP, and Affordable Housing.
- The census is:
  1. convenient
  2. safe
  3. required
  4. confidential and
  5. accessible.

Census 2020

Georgia Cuenta, Tú Cuentas - El Censo 2020

El censo es una cuenta de todas las personas que están viviendo en los Estados Unidos. Puedes llenar el formulario del censo en línea, en papel, por teléfono, o en persona con un representante del censo en tu casa.

Por Que Tú Cuentas

- El censo Ayuda a que tu familia tenga acceso a servicios de escuela, transporte, y asistencia médica que son necesarios para asegurar el éxito de nuestros niños y de nuestras comunidades.
- El censo determina cuanto dinero es dirigido a programas como School Lunch (Almuerzo Escolar), Head Start, SNAP, WIC, Medicaid/CHIP, y Affordable Housing (Viviendas Accesibles).
- El censo es:
  1. conveniente
  2. seguro
  3. obligatorio
  4. confidencial y
  5. accesible.

United States Census 2020

Census 2020

Learn more at everyonecounts2020.org