

# Outreach Framework

## Census Ambassador Program

Alameda County Census Ambassadors include County staff, Outreach Grantees receiving philanthropic or County funds, and volunteers.

Direct Outreach	Communications	Trainings	Materials
<p>Targeted Census outreach will be conducted by <u>trusted messengers</u> in the methods most suited for their clients and in multiple languages. Census Ambassadors will <u>regularly report on their outreach</u> to the Alameda County Census office to track &amp; monitor progress.</p>	<p>Alameda County Census Office will craft key Census messages for Messengers to <u>share through their existing communications platforms</u>. Messages will inform folks about the Census process, why it is important, when it will occur, where QAC's are located, and where to direct questions.</p>	<p>All Census Ambassadors will be required to attend a training in <u>January or February 2020</u>. A "Train-the-Trainers" program will also be available for representatives from an organization to bring the training back to their team.</p>	<p>Content will be informed by subcommittees, created by the Census Office, and made available on the County's Census webpage. Some materials will be customizable and <u>available in all of the languages spoken in Alameda County</u>.</p>
<p>Below are suggested methods for outreach:</p>	<p>We ask partners to share these Key Messages through their communications channels:</p>	<p>Trainings will cover the following topics:</p>	<p>Partners will be equipped to lead outreach with the following training &amp; marketing collateral:</p>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Questionnaire Assistance Center           <ul style="list-style-type: none"> <li><input type="checkbox"/> Ongoing</li> <li><input type="checkbox"/> At an Event</li> <li><input type="checkbox"/> At a Census Workshop</li> </ul> </li> <li><input type="checkbox"/> Educational outreach</li> <li><input type="checkbox"/> Incorporating Census into existing programming</li> <li><input type="checkbox"/> Adopt-a-Block</li> <li><input type="checkbox"/> Youth PSA Contest</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Newsletters           <ul style="list-style-type: none"> <li><input type="checkbox"/> Print</li> <li><input type="checkbox"/> Online</li> </ul> </li> <li><input type="checkbox"/> Social Media (all platforms)</li> <li><input type="checkbox"/> Text Messages</li> <li><input type="checkbox"/> Website</li> <li><input type="checkbox"/> Other: _____</li> </ul>	<ul style="list-style-type: none"> <li>• Census Overview</li> <li>• How to guide someone through the Census form</li> <li>• FAQ's</li> <li>• "How to" Host a QAC</li> <li>• "How to" Host a Workshop</li> <li>• "How to" Host a Census Week (for schools)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Handouts           <ul style="list-style-type: none"> <li><input type="checkbox"/> "How-To" Guide</li> <li><input type="checkbox"/> Flyer Templates</li> </ul> </li> <li><input type="checkbox"/> Presentations</li> <li><input type="checkbox"/> Videos</li> <li><input type="checkbox"/> FAQ's</li> <li><input type="checkbox"/> County branded T-shirts</li> <li><input type="checkbox"/> "I'm Counted" Stickers</li> </ul>

For more information, please go to [www.acgov.org/Census2020](http://www.acgov.org/Census2020) or contact Casey Farmer, Executive Director, at [casey.farmer@acgov.org](mailto:casey.farmer@acgov.org)

