



City, Town, MAC, and District Toolkit

The following resources have been compiled to assist cities, towns, and special districts with outreach to their constituents. As we compile additional resources, they will be posted at www.cococensus.org.

Outreach Toolkit

A comprehensive Outreach Toolkit is available for download on our [Census Resources webpage](#).

Flyers and Collateral

Make flyers and rack cards available at your public facing offices, put up posters in community gathering spaces, and insert rack cards into mailers.

- [Census Fact Sheet -English \(PDF\)](#)
- [Census Fact Sheet – Spanish \(PDF\)](#)
- [Census Info Flyer \(PDF\)](#)
- [Census Flyer – Multigenerational \(PDF\)](#)
- [Census Flyer – Social Services \(PDF\)](#)
- [Half Page Census Info Flyer \(PDF\)](#)
- [Half Page Flyer – Veterans \(PDF\)](#)
- [Half Page Flyer – Confidentiality \(PDF\)](#)
- [Census Family Portrait – Spanish \(PDF\)](#)
- [Rack Card \(PDF\)](#)
- [Poster- Confidentiality \(PDF\)](#)

There are also additional resources in 20 different languages available from the [United Way Bay Area’s Outreach Toolkit](#).

The Census Bureau has [outreach material available in 13 languages](#).

Social Media

Post to your Twitter, Instagram, or Facebook accounts. The Social Media toolkit provides over 20 different types of posts for various populations and images formatted to best display on different social media formats.

[Social Media Toolkit \(Excel\)](#)

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Newsletter Articles

Include census related newsletter articles in your publications. These articles are organized by messaging date and each topic has a custom article for various types of organizations. There are sections that you should customize to your community (i.e. insert city name, etc.)

- [January: Time for Another Census! \(Word\)](#)
- [February: Addressing Fears and Concerns of Census 2020 \(Word\)](#)
- [Early March: What to Expect When You're Expecting Census 2020 \(Word\)](#)
- [March 23: Happy National Census Week! \(Word\)](#)
- [April: Reminder – Respond to Census 2020 by April 30 \(Word\)](#)
- [May: Non-Response Follow Up \(Word\)](#)

Graphics

These graphics can be used in combination with Newsletter Articles or on other publications as needed.

Census Logo (transparent background)



[Link to Logo Image \(jpg\)](#)

Save the Date Image



[Link to Save the Date Image \(jpg\)](#)

Please contact Matt Lardner if you have additional graphics needs. [Email Matt](#)

Customer/Client Engagement

After you end a customer or client service interaction, engage with them about the Census. A template script is provided, which includes resources for anyone needing additional assistance.

[Call and Conversation Guide \(PDF\)](#)

Email signature

Encourage your staff to include a Census 2020 signature for all emails. Copy/Paste the format below. The image should link to cococensus.org

Our goal together is a Census 2020 complete count.

9 Questions. 10 Years of Impact. Get Resources and Outreach Toolkit at cococensus.org.

