

# Census 2020 Ambassador Program



## Census 2020

### What is it?

A once in a decade chance to count everyone to bring money, data, and decision makers to our communities

### Why does it matter?

Alameda County has 413,000 residents who are considered "Hard-to-Count," such as seniors, young children, immigrants, and low income individuals.

### What can you do to ensure our community counts?

As trusted community members, we invite you to volunteer as an Ambassador to educate residents about the census and motivate your communities to get counted.

Trusted Messengers are individuals and organizations who are trusted among the communities they serve and advocate for. This program provides trusted messengers with resources to educate communities about the census and its importance, dispel myths, and motivate communities to respond to the census.



**Are you a trusted messenger and wish to lead outreach in your community?**

**Sign-up to volunteer here:** <http://www.bit.ly/CensusAmbassador>

## AMBASSADOR OPPORTUNITIES

### Become an expert on Census 2020

Attend Alameda County sponsored trainings!

- Onboarding Conference Call (early December)
- "How to" conduct Census Outreach (Jan - March)

### Conduct outreach in your community

- Adopt your block: *Knock on your neighbors doors and remind people to take their Census*
- Staff a Questionnaire Assistance Center (QAC): *Provide in-person Census support*
- Host a Census event or workshop

### Keep your community informed

- Share census information via existing communications platforms such as e-blasts and social media (Facebook, Twitter, etc), we'll draft the content, all you need do is share!

### Access Ambassador-exclusive resources

- Census 2020 Ambassador branded t-shirts
- Talking points
- How-to guides & One-pagers
- I'm Counted Stickers

## TIMELINE

- **September 16, 2019**  
Application opens
- **October 28, 2019**  
Applications due for minigrants
- **December 2019**  
Onboarding conference call
- **January - March 2020**  
Training workshops: "How to" conduct Census Outreach
- **March - July 2020**  
Census outreach
- **July 2020** Final report due  
*Don't worry! This will be a simple form with clear instructions*

our community  
**COUNTS**

our community  
**BELONGS**

For more information, visit <http://www.acgov.org/census2020>