

## Census Campaign Planning Template

### Census Counts Digital Organizing Training Series

Below you'll find everything you need to begin crafting your census GOTC campaign plan. While this plan may change as your work develops, it's important to have a plan drafted to the best of your ability to share your campaign's focus and direction.

#### PLAN OVERVIEW

How will you use this plan? Is it more of a thought exercise or is it your action plan for your staff? Is it to fill out the digital section of your existing plan?

*This campaign plan is a road map for getting out the count - how do you plan to use it??*

#### MISSION

What will you accomplish if our campaign is successful? What is the end result? How does this tie to your broader work?

*Your mission is what you hope to ultimately accomplish - for example, I want to ensure that X% of HTC families in X community are counted in the Census, ultimately leading to their representation in government and consideration in federal budget allocations.*

#### GOALS

To be successful, what objectives need to be achieved? Goals should be SMART - Strategic, Measurable, Achievable, Realistic and Time Bound.

*I will reach X% of HTC families in X community by X date*

## STRATEGY

What's your approach to identifying, messaging, and mobilizing HTC's both towards phase two self-response and phase three non response follow up? Think specifically in the categories of:

### Audience

Who are you trying to reach? *Who are you best suited to reach? How will you narrow to your audience?*

*How are you targeting digital outreach to your target audience? Are you organizing by demographics, by geography? Is your audience primarily online or offline or both?*

### Message

What will you say to motivate your audience to action? *What messages do you know will be effective in reaching your community? How will that message be distributed?*

*Using messages from organizing community tailored to your audience*

### Move To Action

What actions do you want your audience to take? How do these actions build on one another?

*Examples: Fill out pledge cards, sign online pledge, commit to be counted*

## TACTICS

What actions will we take to carry out your strategy? These tactics should ensure you are reaching your audience where they are with a message that will motivate them. Consider *how* people will do the self response, whether it's typically online, by mail, at the library, at home, at an event, on the phone and how that might affect your tactics.

### **Phase 1: Education**

What actions will your organization take online to help your community learn more about the census process? [e.g. *Tweet graphics with reasons to get counted*]

### **Phase 2: Promotion and Mobilization**

Once the online form goes live, how will you change your outreach?

### **Phase 3: Direct Action**

As you enter the final push, how will you change up your tactics for those who have yet to fill out the census form?

## Timeline

Here's an overview of the broader census timeline. On the trendline below plot out any additional days or key moments that impact your efforts.

### Timeline for GOTC Action



## List important dates and key moments

*Ex. office openings, overlap with other programs, census day, self response mailers sent, self response form live, non response follow-up live, holidays, commemorative days, etc.*



## **STAFFING**

*Who is going to execute this program? What are their roles and responsibilities? Are they volunteer, in house, or contractual staff?*

## **BUDGET**

*What additional costs are tied to this program? (see budget template for additional guidance)*

## **REPORTING**

*Identify key metrics to measure your program. How will you know if it's working?*