2020 Census
It’s Time To Count!
Create-a-thon
1. **Build awareness** of the importance of Census within the communities you live and work in, and build connections between people who are Census-aware.

2. **Develop share-ables** that help get out the count with particularly hard-to-count members of the community, that real organizations can use.

3. **Pilot a model** that other creative communities and hard-to-count communities can use to generate collaborations and ideas to reach even more people.
In the end, we will remember not the words of our enemies, but the silence of our friends.

WHAT'S THAT SHADOWY PLACE?

THEY MISSED THE CENSUS, SON. #GETCOUNTED
There's such thing as a free lunch.

Census data will determine how over $675 Billion is spent annually for the next ten years. This includes public school funding, WIC, SNAP, and school meal programs. #COUNTALLKIDS

mi mama dice que tienes que dejar porque no llenaste el Censo
Counting every marriage is our new vow.

Say "I do" again.

☑ Check the new 'same sex' response.

Census 2020

Census 2020
The Brief
1. **Empathize.**
Discuss a persona in a pair or as a table. Focus on who they are and what motivates and concerns them.

2. **Brainstorm.**
Brainstorm visuals and messages with your table, using post-its to record initial ideas and sketches.

3. **Create.**
Turn your best ideas into tangible media assets with digital tools or materials in the room.

4. **Upload and share.**
Upload your creations to our Google drive. Feel free to start sharing them to social media.

? **Ask questions.**
Reach out whenever you have a question or feel stuck.
Considerations

- Nonpartisan, please!
- Licensing and permissions of images - use common sense and attribution.
- Versatility – should be versatile to be hosted in multiple places — does not need to be ownable to a single channel.
- Languages - We also need assets that are not in English! If you’re bilingual, please help translate into other languages or setup the assets so they are translate-able.
- Leave space for branding / customizing - Some orgs will want to add their logo / need the original design files
- Hashtags - #2020census / #CreativesforTheCount
Let’s talk personas.
Think of a person who you know who is hard to count: it could be someone you serve as an organization or someone you know personally.

Write down:

→ Age, Name, Other Identifies
→ Primary language spoken
→ How they would likely get their Census information
→ What might their fears or barriers be to participating
→ What messages or cultural references might motivate them
<table>
<thead>
<tr>
<th>3 min</th>
<th>Share your personas</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 min</td>
<td>Decide to focus on one as your target audience</td>
</tr>
<tr>
<td>4 min</td>
<td>Independent ideation: 1 idea per post-it</td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>4 min</td>
<td>Share and discuss as a group</td>
</tr>
</tbody>
</table>
Your resources in the room:

→ Your team’s sketches
→ Persona sheets
→ Pens, pencils, and markers
→ Paper and post-its
→ Your Personal Devices
→ Census Bureau resources-ask us anything!
→ Allisa Shepard
→ Bernadette Richards
→ Shalondra Greenlee

DIGITAL

→ For a simple-to-use graphic design tool, try canva.com | spark.adobe.com | imgflip.com/memegenerator
→ For free-to-use photography, try unsplash.com | pexels.com | reshot.com
→ For icons, try thenounproject.com
→ For image size specs, try Sprout Social’s Social Media Sizes Guide

IN THE ROOM
Let’s create.
20 min  Mock up your idea using Canva, Mematic, or other tools
#2020Census: What’s Next?

- **Keep creating:** If you were inspired by today’s work, don’t stop! Turn out more creative content and upload to:
  https://drive.google.com/drive/folders/1BtQjrZJNEkfoDIC8Fim3qdAAeYOWje
  p?usp=sharing

- **Keep talking about Census 2020:** Share the great work you’ve done here on social media with the hashtags #CreativesForTheCount and #2020Census. Share this information with your colleagues, friends and networks. Do you have a great idea for a network that should be involved in spreading the word? Tell us about them.
THANK YOU!

#2020Census
#CreativesfortheCount