



Understanding Hard-to-Count Populations

3 Community Outreach Activities

This worksheet provides a basic guide to frame the types of questions that your organization should answer as you develop your community outreach strategy.

Use of this tool should be a group process with your committee. Information for each item should be based on consensus from committee discussions. Focus on providing key information that will guide you in formulating outreach activities.

Part I: Assessing Community Needs

This section should help your committee define its mission and the audience it serves. Your committee can then use this information to begin forming an action plan.

1. The mission of my local complete count committee:

2. Hard-to-count populations in my area:

3. Challenges and barriers to reaching each of these HTC populations:



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Part II: Action Plans

In this section, you will begin to form your outreach plans. This is done by determining the purpose of each activity based on the needs of your HTC populations.

4. Primary purpose of my outreach activities: (select all that apply)

- Awareness – An effort to educate the public about general benefits and importance of the Census
- Marketing – Promoting Census participation using tangible printed materials, TV and radio spots, social media, and trusted voices to encourage participation
- Community & Partner Engagement – Encourage organizations in the community to assist Local Complete Count Committees with promoting the Census

5. Current outreach activities:

6. Future outreach activities: