# Outreach Framework

## Census Ambassador Program

Alameda County Census Ambassadors include County staff, Outreach Grantees receiving philanthropic or County funds, and volunteers.

### Direct Outreach

Targeted Census outreach will be conducted by trusted messengers in the methods most suited for their clients and in multiple languages. Census Ambassadors will regularly report on their outreach to the Alameda County Census office to track & monitor progress.

### Communications

Alameda County Census Office will craft key Census messages for Messengers to share through their existing communications platforms. Messages will inform folks about the Census process, why it is important, when it will occur, where QAC’s are located, and where to direct questions.

### Trainings

All Census Ambassadors will be required to attend a training in January or February 2020. A “Train-the-Trainers” program will also be available for representatives from an organization to bring the training back to their team.

### Materials

Content will be informed by subcommittees, created by the Census Office, and made available on the County’s Census webpage. Some materials will be customizable and available in all of the languages spoken in Alameda County.

### Below are suggested methods for outreach:

- **Questionnaire Assistance Center**
  - Ongoing
  - At an Event
  - At a Census Workshop
- Educational outreach
- Incorporating Census into existing programming
- Adopt-a-Block
- Youth PSA Contest

### We ask partners to share these Key Messages through their communications channels:

- Newsletters
  - Print
  - Online
- Social Media (all platforms)
- Text Messages
- Website
- Other: ____________

### Trainings will cover the following topics:

- Census Overview
- How to guide someone through the Census form
- FAQ’s
- “How to” Host a QAC
- “How to” Host a Workshop
- “How to” Host a Census Week (for schools)

### Partners will be equipped to lead outreach with the following training & marketing collateral:

- Handouts
  - “How-To” Guide
  - Flyer Templates
- Presentations
- Videos
- FAQ’s
- County branded T-shirts
- "I’m Counted" Stickers

For more information, please go to [www.acgov.org/Census2020](http://www.acgov.org/Census2020) or contact Casey Farmer, Executive Director, at [casey.farmer@acgov.org](mailto:casey.farmer@acgov.org)