

## Marketing

- Reviewing existing materials
- Identifying key partners
- Messaging
  - ↳ # AlexCounts, #April1st
  - ↳ Social media presence
    - Memes
    - Gifs
    - Whats App → share in community
  - ↳ TV, radio, bus ads.
  - ↳ No matter where you are / where you want to go you count
  - ↳ Why Census matters
    - election: one ~~way~~ way vs. voice counts.
  - ↳ Fun, memorable ads
  - ↳ Privacy
    - reassure sensitivity around confidential info
  - ↳ Time + Ease
    - Compare to other online activities
- Activities
  - ↳ Engage students to envision a better future.

①

## - Alexandria - Specific messaging kit

- ↳ newsletter
- ↳ Soc. media
- ↳ Direct mailing
- ↳ Posters.

+ Info on what mode is most effective for communities.

## Concerns

- Privacy
- How to calculate undercount

## Schools

- Ensure ~~teachers~~ teachers can communicate importance of Census + provide curriculum materials
- Engage students + teachers in outreach
  - ↳ School clubs
  - ↳ Volunteer hours
- Coord messaging around resources
- Share materials at school events
  - ↳ trusted messengers
  - ↳ give out survey
- Coordinate w/ school staff
  - ↳ Census Ambassador

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- ACPS
- meet w/ school leadership
  - Coord w/ Private schools, prioritizing ACPS
  - Free books on Census
  - Coord w/ Messaging + other Sc  
LID possible synergies
  - Staff is coordinating w/ Principals.  
LCM. Aguirre + Sierra meeting w/ leadership team

## Sierra's Org tasks \*

- Messaging Themes
- Locations/Events
- Trusted messengers,
- Send google drive invite again
- ~~Abdul Rahman~~ → Volunteer for Sam Tucker
- Follow up email w/ presentation
- add flyer on webpage → any edits?  
• add hashtag (to website)
- translation of materials
- Statistics & Census Curriculum
- National Night Out Statistics
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