



Together WE COUNT

Champion Guide



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Welcome

On behalf of the U.S. Census Bureau, I thank you for being a Census champion for the 2015 Census Test. Your contributions over the next few months will make this important project a success for your neighbors and the nation.

As a respected member of your community, you will play a critical role. Why? Because, nationwide, residents in rural communities — the prime focus of our Census champion efforts — are historically more challenging to count. From March through May, you will be the face of the Census Bureau for those who too often go uncounted, and help explain why the census is important to them and their neighborhood.

This 2015 Census Test will help us pinpoint ways to count every person for the nationwide census in 2020 at a much lower cost. That national census in just five years will help to determine how many representatives your state will have in Congress. It also affects how the federal government allocates over \$400 billion each year to states and local communities through more than 100 programs. And it will influence decisions that communities make about such issues as schools and transportation, and that businesses make about where to open new stores and offices.

You're not alone in this important effort: My team and I will be available to provide advice and answer your questions, either by emailing census.2015partners@census.gov or calling 877-841-5340. We will host discussions twice a month to talk about challenges, opportunities, ideas, and successes. And we are providing this guide, which explains your role as a Census champion, as well as a separate toolkit with information to distribute to people in your community.

I am excited about this journey that we are about to take together, and I hope that you are too. On May 31, I am confident that each of us will look back with pride on what we have accomplished individually and as a team. Thank you for being a Census champion for the 2015 Census Test!

Sincerely,



George Grandy Jr.

Atlanta Regional Director, U.S. Census Bureau



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Getting Started

Proud to Be a Census Champion

A great first step for spreading the word about the census is to tell others about your role as a 2015 Census Test champion.

- **Talk.** Tell your colleagues, friends, relatives, neighbors, supervisor, congregants, and other contacts about the 2015 Census Test. If possible, send them an email about your role.
- **Display.** Place test census posters and fliers in areas where people will see them, such as meeting rooms. (To receive these materials, email the Collateral Request Form to the Support Census Team at census.2015partners@census.gov. A paper form is included with this guide, and an electronic one is available at the 2015 Census Test social hub, census.gov/2015socialhub.)
- **Distribute.** Use the fact sheets in your Census Champion Toolkit to raise awareness about the test census and spark conversation. Keep some in your office, and carry them with you to give out.
- **Post.** Use social media. Announce your role as a U.S. Census Bureau champion in your posts on Facebook, Twitter, or LinkedIn, and include a link to the test census at census.gov/2015. Visit the social hub at census.gov/2015socialhub, where you'll find information that you can easily share.

Four Easy Tips for Being a Great Champion

- **Know the program.** Read all of the documents in your Census Champion Toolkit, which includes the most important details to share.
- **Repeat the message.** For many people, you may be their only source of information about the test census. Some of them may need to hear from you many times before they complete the test census questionnaire. Follow up by asking the people in your community if they have completed their test census form yet. Remind them how easy it is to complete the questions. If they have a smartphone, suggest they use it to complete the questionnaire right now.
- **Match the message with the audience.** Certain messages work better for some audiences than others. You know the people in your community, so take a look at your toolkit for information that can help you create a message they are likely to respond to.
- **Questions? Ask!** Census Bureau team members are eager to help. You can email the Support Census Team at census.2015partners@census.gov, or call them at 877-841-5340.



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Roles and Responsibilities

As a 2015 Census Test champion, you will have specific roles and responsibilities. The three key roles for reaching out to your community are shown below, with examples of each.

Outreach Role	Examples
Promote the 2015 Census Test in Face-to-Face Meetings.	Plan and attend events and activities to meet with your community's residents in person. Explain why it's important to participate in the test census, and urge them to complete it. Encourage them to go to the Census Day event April 1.
Provide Information to Your Community.	Distribute fact sheets and other materials that promote and explain the test census to as many people in your community as possible. You can do this in person at meetings and gatherings, and with email or posts on Facebook, Twitter, or LinkedIn.
Gather and Share Feedback.	Let us know what people in your community are telling you when you talk with them about the test census. What motivates them to complete it, or what is stopping them from doing so? This feedback can come from one-on-one conversations, emails, group meetings, or other events.

We recognize that your time is valuable, and we appreciate the time that you dedicate to this important effort. These suggestions may help you budget your time for the Census champion program, which runs from March 23 through May 31:

- **You should try to spend 10 to 15 hours per month on Census champion work.**
- **You should try to conduct eight to 10 outreach efforts each month. These would include telephone calls, voice mails, emails, faxes, school visits, conference appearances, community visits, and fact sheet distribution.**
- **You should not have to travel outside your own county.**

Try to identify the meetings, gatherings, or events that will have the most impact. For example, you might give the highest priority to gatherings that will be attended by the most people, or the ones that include a group of people who may be difficult to reach in other ways.

If you are unable to attend a meeting or an event because of the timing or distance, you can ask the Support Census Team to send posters, fact sheets, or other promotional items on your behalf. You may even find that a simple phone call or email is enough to generate interest in the 2015 Census Test. The Support Census Team will help coordinate potential solutions, so don't hesitate to contact them by emailing census.2015partners@census.gov or calling 877-841-5340.



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Important Dates

Here are the key dates for the 2015 Census Test.

February 23:

Online registration opens for the Notify Me service, which lets people sign up to be notified by email or text message when it is time to complete the test census.

Mid-March:

Local orientation and training is held for Census champions to explain what you will be doing and how best to do it.

March 23:

The 2015 Census Test is available at census.gov/2015.

April 1:

The community-focused Census Day event at the West Broad Street YMCA (1110 May St., Savannah, GA 31415) features activities to generate excitement and encourage completion of the test census.

April and May:

The Support Census Team holds conference calls every two weeks with Census champions to share ideas, discuss challenges, and identify successes.

May 31:

This is the last day for residents to complete the 2015 Census Test.



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Resources and Materials

As a Census champion, you have a variety of resources and materials available to help you promote the 2015 Census Test in your community. These include orientation materials, a Champion Guide and Toolkit, a social hub website, and email and telephone support from the Support Census Team.

Champion Guide:

- You'll receive this information as part of your Census champion orientation. The packet's Champion Guide focuses on your day-to-day activities and responsibilities as a Census champion.
- Use the Collateral Request Form, provided as a supplement to your guide, to order materials such as posters and bookmarks to distribute to people in your community. (You also can download an electronic version of the form online at census.gov/2015socialhub.)

Champion Toolkit:

- Your toolkit includes items designed for you to share directly with your community. It also provides information that will be useful for you to know when you are asked about the census.
- Toolkit materials include fast facts about the test census, answers to FAQs, and information targeted to specific groups, such as Hispanics, blacks, and residents of rural areas. They also include emails you can personalize and send, a list of public computers that residents can use to complete the test census questionnaire online, and more.

2015 Census Test Social Hub:

- The social hub website — census.gov/2015socialhub — has information tailored for you to post on Facebook and Twitter.
- You also can download documents and other materials from the website to use in your outreach efforts.

Support Census Team:

- The Support Census Team is available to support your efforts, answer your questions, and offer advice.
- Reach the team by emailing census.2015partners@census.gov or calling 877-841-5340.



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Helpful Tips for Community Outreach

From now through May 31, you are encouraged to promote the 2015 Census Test by meeting with as many people in your community as possible. You can use your own established connections — and make new ones by working with community organizations and participating in local activities. The following are some suggestions for gatherings and places where you can promote the 2015 Census Test:

- **Chamber of Commerce events**
- **Neighborhood association meetings**
- **Faith-based meetings, including religious services**
- **Senior living community meetings and activities**
- **PTA meetings**
- **Boy Scouts and Girl Scouts troop meetings**
- **YMCA or YWCA meetings and groups**
- **County recreation and community centers**
- **College campus meetings**
- **Elementary, middle, and high school events that parents are attending**

An opportunity to spread the word about the 2015 Census Test can be as simple as a brown-bag lunch or a meet and greet over coffee. You can even host an informal discussion or presentation with many people to have a broader reach. Here are some proven steps to help make your outreach successful.

Step 1: Identify key participants.

You will play a major role as host, but if you plan to ask other people to help or speak, get them to save the date on their calendars as soon as possible. People you may want to invite include:

- A community leader: someone who is a trusted source of information.
- 2015 Census Test “partners”: designated community organizations that are helping with test census promotion. A list of partners can be found on the test census social hub at census.gov/2015socialhub.
- Local program representatives: people involved with a program that bases funding distribution on census statistics, such as Medicaid, Head Start, or the National School Lunch Program.



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Step 2: Finalize the date.

Consider the following when selecting the date for an event:

- If you plan to hold the event outdoors, make sure there is a fallback site available in case of rain.
- Avoid scheduling events during normal work hours or on holidays. Consider hosting events in your community on Census Day, April 1.

Step 3: Secure the venue.

Make sure the place you are using is easy for people to get to and appropriate for the size of audience you expect.

Step 4: Plan and publicize the event.

Pace the agenda: Give attendees the opportunity to talk and ask questions, and keep the event on topic. Other considerations:

- A time period of 60 minutes is usually about right. Consider showing the 2015 Census Test PowerPoint presentation provided at the test census social hub, census.gov/2015socialhub.
- Spread the word! Focus publicity efforts in places where your audience spends a lot of time, such as community centers, church and synagogue meeting rooms, and schools.

Step 5: Host the event.

If possible, have several computers or tablets on hand so those present can complete the 2015 Census Test.

Step 6: Conduct outreach follow-up.

At your earliest opportunity, please share feedback about each outreach effort with the Support Census Team. You can let us know what worked well and what can be improved.



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Gathering and Sharing Feedback

One of your important duties as a 2015 Census Test champion is to tell us about your weekly outreach efforts by sharing the information with the Support Census Team. We would like you to inform us of your outreach efforts, from telephone calls and emails to appearances at meetings and other gatherings. This information will include not only what you have done, but also how people in your community are responding to the messages.

This information is critical to our efforts and expands your impact: We can use it to improve outreach and communication efforts not only for this test census but also in the future, including for the 2020 Census.

We request that you share details about each outreach effort with the Support Census Team every week by emailing census.2015partners@census.gov or calling 877-841-5340. If you prefer, the Support Census Team can contact you on a recurring basis to hear feedback.

Information to Share With the Support Census Team:

1. **Tell us where you're holding the activity.** Once you confirm a community outreach meeting, please note the location's name and address. It would be helpful if you also shared the point of contact and his or her phone number and/or email address.
2. **Tell us what you did.** Outreach methods include (but aren't limited to) telephone calls, voice mails, emails, faxes, school visits, conferences, community visits, and the distribution of fact sheets and other materials. The Support Census Team is interested in hearing what you did and when you did it, along with the size and demographics (approximate age range, ethnicity, etc.) of the audience you reached.
3. **Provide feedback from attendees.** Please tell us what people are saying about the test census and how they are responding to your messages. These can be positive comments ("It was easy to do," "I completed the test census because ...") or negative ones ("It took too long," "I haven't done it because ..."). We can use this information to discuss which messages seem to work best and how we can ease people's concerns.
4. **Share follow-up actions.** Please let us know what (if any) actions you have taken or plan to take after your initial contact. For example, after you spoke with a group, did they ask for additional materials that you sent after the meeting? After talking to the leader of a group on the phone, did you arrange to go speak to the group in person?



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