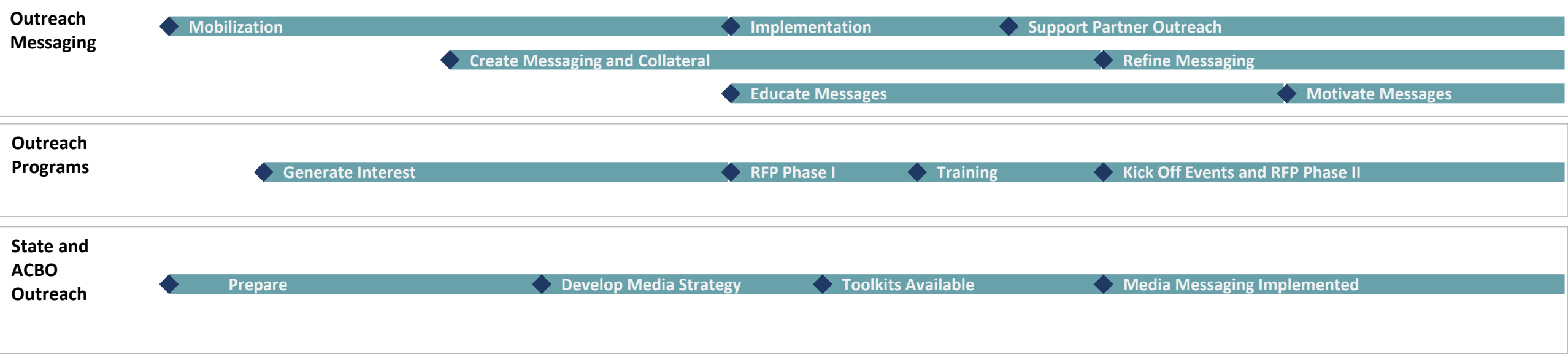
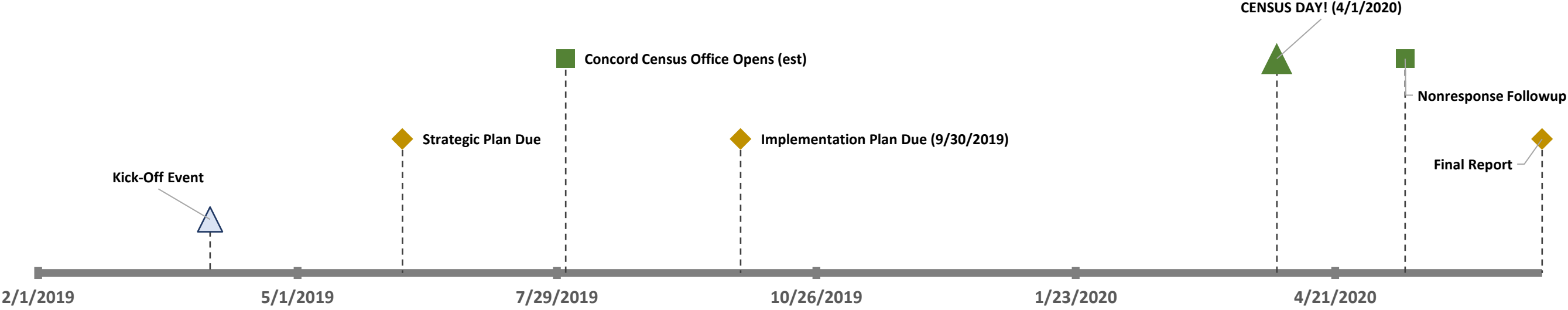


OUTREACH TIMELINE



Educate Messaging: Messaging during the Educate Phase include newsletter articles in city and community based organization newsletters with message “Why the Census is Important for my community (or school or etc.),” facts about how the Census is used, “What is at Stake” messaging, building up social media following, develop video clips, and continue to enhance website content. Educate messaging phase will also include offers to speak at community groups and tabling at community events in partnership with Census Bureau Partnership program.

Motivate Messaging: Motivate messaging includes increased social media motivational nudges, videos shorts, promote census events, and providing resources to partners.