	Eductional Messaging								ational Messa	ging	NonRespon	Response FollowUp Thank You and Closin			sing
	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October
									Promote						
									Census						
									participatio						
								Promote	n at events,						
						Support partners		Census	Speaker	Promote					
						& messengers to		participation	Bureau /	Census					
						implement		at events,	Support	participatio					
						outreach plans/	Support partners &	Speaker	messengers	n at events,					
						Speaker Bureau	messengers to	Bureau /	in providing	Speaker					
		Implementation /			Assist & Train	Presentations /	implement outreach	Support	key updates	Bureau /					
		Craft key Census	Implementation /	Implementation /	partners, the	Train and activate	plans/ Speaker	messengers in	/ Track	Support					
	Monitor Census Bureau,	messaging aligned	Craft Key Messaging	Craft Key Messaging	public & the	grantees, partners	Bureau	providing key	Census	messengers					
	State & ACBO resources /	with Census	/ Toolkit Design -	/ Toolkit Design -	media with	& volunteers /	Presentations / Train		response	in providing					
	Develop SwORD &	Bureau, State &	(Flyers, Social Media	(Flyers, Social Media	Census 2020	Support	and activate	Track Census	rate and	key updates					
	Speaker Bureau Training	ACBO / E-	Images, Stickers,	Images, Stickers,	CC public	enumerator	grantees, partners &	response rate	shift	/ Track					
	Materials / Conduct	Newsletter / Print	Website, Videos,	Website, Videos,	campaign	training / Craft	volunteers / Support		outreach	Census					
		Newsletter Copy /	PowerPoints) /	PowerPoints) /	outreach /	Motivational	enumerator training	outreach	efforts	response					
	Training (August 26) /	Create & Share	Conduct Grantee &	Conduct Grantee &	Prep for	Messagingi&	/ Add motivational	efforts	accordingly	rate and					
	Continue to add resources	Notices re: RFP	Other Messenger	Other Messenger	Regional	Materials /	materials to ToolKit	accordingly /	/ Conduct	shift					
	to the CocoCensus.org /	Release / Prep for	Training(s)/ Conduct	Training(s)/Conduct	Outreach	Conduct Regional	/ Conduct Regional	Prep for	Regional	outreach					
	site / Consolidate	Oct/Nov Regional	RegionalTraining	Regional Training	Kickoff	Outreach Kickoff	Outreach Kickoff	Regional Final	Final Push	efforts					
Steering Committee / Outreach	database of partners	Training Mtgs.	Mtgs.	Mtgs.	Meetings	Mtgs (Jan/Feb)	Mtgs.	Push Mtgs.	Meetings!	accordingly	TBD	TBD	TBD	TBD	TBD
	Mayor's Conf.														
	Presentation / Cities														
	Guide to the Census /														
	SwORD & Speaker Bureau														
		E-Newsletter /													
	& Frisbees to National	Print Newsletter													
		Copy to Save the													
	Guide to City Mgrs &	Date / Link to													
600 /5 /6 /150///		Census Website													
Cities / Towns / Special District	Contacts	Added	Training												
			Training / E-												
			Newsletter / Print												
			Newsletter Copy												
Businesses / Charthan			Link to Census												
Businesses/ Chambers Faith-Based			Website Added Training												
Healthcare			Training												
Immigration			Training												
mingration		E-Newsletter /	11 dilling												
	SwORD & Speaker Bureau	Print Newsletter													
County Depts.	Training	Copy	Training												
		E-Newsletter /													
		Print Newsletter													
Homeless		Copy	Training												
		E-Newsletter /													
CBOs / Non-profits / Community		Print Newsletter													
Groups		Сору	Training												
·	Translation Services														
Language Access	Follow-Up														
	,	E-Newsletter /													
		Print Newsletter													
Grant Recipients		Сору	Mandatory Training												
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