Get Out The Count (GOTC) Ideas

Promotional Items (for Awareness and Educational Phase)

- Posters (with important dates to remember to be displayed at front entrances of partner locations)
- Push Cards (to be distributed at partner locations and tabling events)
- Window Decals (Proud Partner clings to display at partner locations)
- Refrigerator Magnets (with important dates to remember for households)

Advertisement (for Reminder Phase)

- Social Media Campaign (all platforms)
- Text Messaging Campaign (reminder message sent encouraging people to complete Census form)
- Phone Banks (call people to ask/remind if they have already done their Census)
- E-blasts (email people in government, business, education, CBOs/faith-based orgs, and the media and ask them to forward email to their networks)
- Yard Signs (posted in high trafficked areas to remind people about Census response period)
- Flags (posted in locations designated as a 2020 Census response site)
- Billboards (advertising a call to action message and important Census dates to remember)
- Newspaper/Magazine Ads (advertising a call to action message and important Census dates to remember)
- PSAs (promoting the Census as something that is Safe, Easy, and Important)
- Canvass/Block Walking (hire people from the community to walk HTC neighborhoods to encourage residents of households to complete Census form)
- Buttons/Stickers (to raise awareness about the Census)
- T-shirts (to raise awareness about the Census)