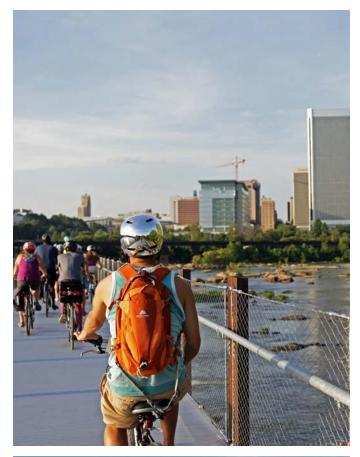




City of Richmond | Office of the CAO www.rvacounts2020.com | census2020@richmondgov.com





### BACKGROUND

\*\*\* PRESS RELEASE \*\*\*

**RICHMOND, VIRGINIA - On Monday, October 29, 2018**, the City of Richmond launched its Census 2020 Community Partnership and Engagement Initiative. The "RVACounts2020" initiative is to ensure that no person in the City of Richmond goes uncounted during the 2020 United States Census. Mayor Levar Stoney's office plans to work in a collaborative effort with local, community and business leaders to raise awareness on the importance of the US Census, the benefits of a robust count to our local economy, and to ensure all residents of the City of Richmond are included in the count. Learn more at: www.rvacounts2020.com

#### PURPOSE

To ensure that no person in the City of Richmond goes uncounted, the City is inviting those active in the community to help us in spreading the word. The City of Richmond is looking for individuals who are capable of reaching large audiences, either through social media, or other forms of communication.



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# SPREADTHE WORD

Participants will have to option of volunteering as an individual, or group. Some examples of groups that can sign up are:



- Home Owner's Associations
- Alumni
- Parent Groups
- Book Clubs
- Social Media Influencers
- Greek Organizations
- Mentoring Programs

You may consider sharing the newsletter, and all other relevant information to their audience, as these activities assist in the engagement of as many City of Richmond residents as possible. In addition to social media posting, consider volunteering your time by spreading a wealth of information to those in the community who may not be quite as informed or well prepared for Census2020.

#### POSTING Activity

You are encouraged to engage and inform your friends, family, co-workers and audiences in a way you feel most comfortable.

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Anarther L ching



Whether your organization hosts a monthly or quarterly meeting, there are some tips you can learn to help share information about Census 2020. First is to make the content relevant to your audience. Selecting the right information, graphics or links can help you to send a custom message.

### HOW?

#### POST

### COMMENT





The focus is on trusted messengers to share information regarding the importance of the Census. By posting to your social media platforms, you will be educating others on the benefits we receive as a community.

When questions arise, you may direct them to the City of Richmond Special Projects Team where we will answer any Census-specific questions. However, you may comment based on your personal experience and your role in ensuring no one goes uncounted in the City of Richmond

Committee, Subcommittee, and Ambassadors have a special opportunity to engage in the strategic planning or general communication of Census-specific activities, Whether you attend monthly meetings, community events or facilitate discussions within your organization, you will be a part of an initiative in the City of Richmond unlike any other in recent years.

#### \*ALL APPROVED GRAPHICS WILL BE PROVIDED BY THE CENSUS 2020 SPECIAL PROJECTS TEAM

By sharing the newsletter, and all other relevant information with your audience, you will help us to ensure every person is counted



## THANK YOU!

#### ANY QUESTIONS? CENSUS2020@RICHMONDGOV.COM



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