



CENSUS 2020 AMBASSADOR PROGRAM OVERVIEW

WHAT:

To ensure that no person in the City of Richmond goes uncounted, the City is inviting those active in the community to become Census 2020 Ambassadors. The City of Richmond is looking for individuals who are capable of reaching a large audiences, either through social media, or other forms of communication. Participants will have to option of signing up as an individual, or group. Some examples of groups that may sign up are:

- Home owners associations,
- Alumni,
- Community organizations,
- Social media influencers,
- Greek organizations, and
- Non-profits.

WHO ARE THEY:

Ambassadors are Richmonders who are;

- Passionate about an accurate Census 2020 count
- Active on social media, and have a large online audience
- Active in the community and organizations
- Excited to engage fellow Richmonder's in a way that is beneficial for strong Census participation

WHEN:

Interested residents can now sign up via RVACounts2020.com. Ambassadors are also expected to attend at least TWO of the FOUR quarterly Communication Subcommittee meetings.



WHY:

Ambassadors are important to the engagement of as many City of Richmond residents as possible. They will spread a wealth of information to those in the community who may not otherwise be as informed or well prepared for Census 2020.

HOW:

Ambassadors will be expected to engage with @RVACounts2020 on social media platforms, through email lists, and monthly newsletters.



**APPLY
TODAY!**

[HTTPS://WWW.RVACOUNTS2020.COM/AMBASSADOR-APPLICATION](https://www.rvacounts2020.com/ambassador-application)

