



Adopt a Neighborhood, Census Project Checklist

- Contact Democracy NC to find out the name of a Democracy NC organizer in your area who can help your effort. Call Adam Sotak at 919-286-6000 x 11. Democracy NC can provide a matching challenge grant of \$200 to help your group develop and implement a neighborhood outreach project with a strong likelihood of success.
- Do your background research:
 - Are there “hard to count” neighborhoods near your campus or community (renters, people of color, low income, non-citizens, etc.)?
 - Is there a Census Partnership Program or “Be Counted Site” located nearby?
 - Are efforts already underway to educate community members about the Census? If so, get contact information for organizations, groups and people coordinating these efforts.
- Brainstorm and Map Out Your Ideas: Based on your background research, what types of outreach or education activities may work well in your neighborhood of focus? Should you organize a block party, some sort of contest, material distribution in churches and community organizations, an event focused on 18-35 year olds? What is a catchy theme or slogan for your outreach? Come up with a few good ideas and be prepared to develop or adapt them. *This is an area where the Democracy NC organizer can help.*
- Talk with Census Bureau representatives about your ideas. See if they can offer any materials, support, contacts, or advice.
- Identify and contact allies and partner organizations:
 - Make a list of *community* and *campus organizations* you know and have worked with and other organizations that may be interested in Census education. Talk with them about your initial plans and see if they would be interested in partnering in some way.
 - Use existing relationships you have in the community with the churches and faith-based groups, local government, service providers, social change organizations, civic clubs, and local leaders. Approach them with your goals and your project ideas.
- Set a timeframe for the project and make a list of tasks: Delegate responsibility for tasks and deadlines for your organization and partners working on the project. Tasks could include
 - *Securing funds and donations*- for materials, supplies, food, prizes, etc.
 - *Logistics*- figuring out the time and location of an event, coordinating speakers or performers, making an agenda for meetings or workshops, getting needed permits for events, setting up speaking engagements or talks at churches, etc.
 - *Publicity*- developing and printing flyers, doing press releases, working with the media, doing radio PSA's, YouTube videos, sending email and Facebook announcements, etc.
 - *Recruitment*- focus on getting lots of people involved with inspiring message and plan.
 - *Outreach*- coordinate canvasses, maintain relationships and update partners, and coordinate communication with key stakeholders.