

Integrating Offline and Online Census Programs

The purpose of this sheet is to help you and your organization plan and optimize your field to online and online to field engagement for Census 2020 campaigns.

1. **Where** does my organization participate in offline Census organizing and awareness?
2. **Who** do we currently not reach in person?
3. What does my organization currently do (or plan to do in the near future) for online Census organizing and awareness? How can my in person supporters and volunteers support these efforts?
4. **Who** do we currently not reach online that we do reach in person?
 - a. **What online actions** might those people be able to accomplish on our behalf?
5. What are my biggest **short-term obstacles** for my local census organizing?
 - a. Is this something that a volunteer or other local community member might be able to help with?
6. What is something I can do **this week** to incorporate my organization's offline organizing efforts online?

ex. Upload constituents to our email program, follow and engage a local leader online, send an action to our SMS list
7. What is something I can do **this month** to incorporate my organization's offline organizing efforts online?

Ex. ask local organizers where they would like to talk online and create a Facebook/WhatsApp/other space online, host an event and capture emails and phone numbers, find and follow local ambassadors on social media