**CENSUS OUTREACH PLANNING AND TRACKING: GROUPS**

**Pledge Link:** [**https://tinyurl.com/PTBC-individual**](https://tinyurl.com/PTBC-individual)

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **What groups do you want to reach?** | **Where or how will you reach them?** | **When and how do you plan to reach out?** | **What do you need to do to prepare?** | **What will you ask them to do?** |
| Eg. | Fellow parents at my child’s school | School event | Table at fundraiser on [date] | Secure table, request handouts, bring flipbook | Take the Pledge to Be Counted |
| Eg. | My congregation | Before, after, or during service | Call faith leader and get permission by [date] | Review talking points  Bring factsheets or FAQs | Share information; invite congregation to take the pledge |
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**Adapted by NELRC/NCL for March 11, 2020 Census Ambassador training of trainers from** <https://cmo.smcgov.org/census-2020-outreach-toolkit>

**OUTREACH PLANNING AND TRACKING: INDIVIDUALS**

**Pledge Link:** [**https://tinyurl.com/PTBC-individual**](https://tinyurl.com/PTBC-individual)

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ NUMBER OF PLEDGES: \_\_\_\_\_\_\_\_**

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|  | **Who could you reach out to?** | **What are their main questions/concerns?** | **Did they take the Pledge to Be Counted?** | **What are your next steps?** |
| Eg. | My neighbor, Juan | Will my information be safe? | Not yet. Said she would think about it. | Send pledge link and follow up in a few days |
| Eg. | My sister-in-law, Olga | How does my participation matter? | Yes, agreed to take the pledge | No follow-up needed. |
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