Alabama Counts! 2020 Census
Economic Development/Industry Subcommittee
Alabama Counts!

April 4 Kickoff event with Governor Ivey
Alabama Counts messaging

• Outreach campaign theme is “I Count”

• Puts the emphasis on the individual/personal level – How does the 2020 Census directly impact my life

• Emphasizes the impact of census participation in securing fair share of funding for local programs, schools, infrastructure, health care, etc.

• Individual voices matter
Alabama Counts messaging

• “I Count” examples
  • Saying “I Count” by completing your census form helps secure a brighter future for yourself, your family and your community
  • I count because my voice matters and the census is a way for that voice to be heard
  • I count because I want to secure a better future for my children
Website

• Census.alabama.gov
• Central hub for Alabama information
• Will be adding new content and resources regularly
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Social media

- Facebook: facebook.com/alabamacounts
- Twitter: @alabamacounts
- Instagram: alabamacounts
- Hashtag: #AlabamaCounts
Request for Proposals – Paid outreach

• In the process of reviewing proposals from advertising/marketing firms for paid outreach campaign
  • Statewide reach – with emphasis on low response areas – west Alabama, Black Belt, pockets of urban areas
  • Will include component to develop social media and printed materials and resources targeted toward groups represented in subcommittees
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ADECA partnership with Alabama Possible
Economic Development/Industry subcommittee resources

• Alabama Counts! talking points for leaders

• U.S. Census Bureau Partnership Resources

• Information for article in employee publications
• What have you already done to help get the word out?

• How can you help get the word out?
  • Articles in employee or customer publications
  • Share Alabama Counts website as key information source
  • Like and share Alabama Counts social media
  • Include Census as talking point or item on agenda in public meetings/speaking engagements
  • Use resources and assistance offered by U.S. Census Bureau
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U.S. Census Bureau Update
Next steps

• ADECA is setting up Alabama Counts booth at conferences and other large gatherings

• Action Plan due August 1