

# WACO CENSUS 2020 RESOURCES

... AND HOW YOU CAN GET  
INVOLVED

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- Visit and share [whyicountwaco.org](http://whyicountwaco.org).
- Follow, like and share Waco Census social media pages and posts.



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[facebook.com/whyicountwaco](https://facebook.com/whyicountwaco)

- Attend an ambassador training by emailing [Ehudson@wacotx.gov](mailto:Ehudson@wacotx.gov).
- Explore the Census toolkit on [whyicountwaco.org/toolkit](http://whyicountwaco.org/toolkit)
- Share information from the Census toolkit in your organizations' communications and in one-on-one conversations.



## CENSUS 2020

# IMPORTANT DATES

### Phase I – Education (September – December 2019)

During this phase, efforts focus on educate leading voices in hard-to-count communities

# 1

- September 2019 - Outreach to community leaders begins
- October 2019 - Census Ambassador training begins

# 2

### Phase II – Awareness (January – February 2020)

During this phase, efforts focus on educate leading voices in hard-to-count communities

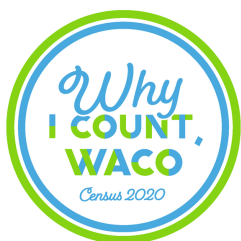
- January 2020 - community voices begin pushing Census messages to audiences

### Phase III – Motivation (March – May 2020)

Messages move from educational to motivational and focus on where, when and how to fill out the Census.

# 3

- March 2020- Internet self-response begins
- April 1, 2020- Census day
- April 30, 2020 - Last day to self respond
- May 1, 2020 - Door-to-door non-response follow up begins
- December 31, 2020 - Apportionment counts delivered to President



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