The Story of Texas Counts

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HAMilton
House Bill 255
Relating to efforts to encourage full participation in the 2020 federal decennial census by the residents of this state, including the establishment of the Complete Count Commission.

$50 Million Budget Rider
There was a need. Folks started organizing.

1. Every Texan and the Communities Foundation of Texas joined forces.
2. Connected with state leaders representing diverse sectors and regions of Texas.
3. Formed a Steering Committee and Sector Subcommittees.
4. Created a Pooled Fund and raised funds for GOTC efforts.
This outreach strategy is really working for us. What’s the timeline? Local CCC Efforts How do I get started? Census Bureau This is hard. We need help. I have an idea. What 3 things should I say? Our communities are working hard. Can you travel to us? This is important.

Who’s HTC? Trusted Voices I can train folks. Who’s in charge? Local Government What does the form look like? Media We don’t have funding. What should we do? We have a big audience. What should we say? I want to connect. I want to partner. We can help. What is the Census? How can I organize Local in my community? Leaders Is there a citizenship question? National Organizations Grassroots Organizing What resources are available?
Texans One Stop Shop for All Things Census!

PARTNER
CONNECTOR
HUB
COUNTING DURING A PANDEMIC IS HARD.

Census champions worry about losing momentum, losing funding, and keeping their communities safe.
Amplifying GOTC Efforts
Partnering
Organizing
Census Day

Texas Counts Weekly Updates
Open Sector Meetings
Direct Technical Assistance

Texascounts.org
Pivoting to Digital Organizing Series
Newsletter
Social Media
→ Pivot from in-person activities to online activities:
  ◆ Phone: Phone/Text Bank, Call/Text Tree
  ◆ Social Media: Robust presence online
  ◆ Virtual Events: Going Live, Zoom, etc.
  ◆ Email: E-blasts, newsletters, email signature

→ Pivot from in-person events to safe outreach:
  ◆ Socially Distanced Events: Census caravans, art installations, etc.
  ◆ Essential Locations: Partner with essential locations to distribute materials (Grocery stores, food banks, diaper banks, gas stations, schools, restaurant take-out, clinics, hospitals, etc.)

→ Pivot from in-person outreach to media:
  ◆ Local Media: Connect with local media (radio, tv, print, ethnic)
  ◆ Snail Mail: send collateral in the mail
Virtual Road Trip for the Census with Texas Counts

Let’s virtually visit Texas!
Virtual Road Trip for the Census
with Texas Counts

Thursday 6/25
North Texas

Friday 6/26
Central Texas & Hill Country

Monday 6/22
Gulf Coast & East Texas

Tuesday 6/23
South Texas & RGV

Wednesday 6/24
West Texas & Panhandle
5 Days of GOTC Efforts
6 Kick-Off Events
54 Kick-Off Speakers
5,000+ Kick-Off Attendees
60+ Road Trip Events
100s of Trusted Messengers
100s of social media posts
¡Todos Contamos!
Census Event

Wednesday, June 24th | 2pm - 5:30pm
Join us for a Facebook live event and help us promote our Census Church Challenge!
- Live music, games and prizes!
- Census questionnaire assistance with US Census Bureau employees will be available by phone.
- We'll play Censoteria between 3pm & 4:30pm

Don't miss a live performance by:

Elvis
Loui Imai
(915) 731-1674

Censoteria: A game created by La Luz Center and adapted by Mano Amiga

Tune in through Facebook at
Frontera Censo 2020

JOIN US FOR A
FREE VIRTUAL CENSUS LOTERIA

Thursday, June 25 - 2 PM - 3 PM
Everyone is invited to attend.
Prizes will be offered!

To Register:
https://us02web.zoom.us/r/7FjSgs2zdA
m86Z8B0D4E

#YEStotheCensus

WE TELL THEIR STORY
WE TELL THEIR STORY

TOP THINGS TO DO IN NORTH EAST TEXAS!
JUNE 22ND AT 10AM
FACEBOOK.COM/NETXCOUNTS

Texas Counts
Published by Jamie Turcios 171 • June 24 at 3:38 PM

It's time to play lottery! Grab your beans and lottery cards! 🍗 الكميات
Thank you Frontera Censo 2020 for everything you do!
#westexascounts #VirtualRoadTrip

912 Views
City of Arlington, TX - City Hall 🌟 was live in Texas Counts Virtual Census Road Trip. Arlington,
June 25 at 4:00 PM

We're live at Globe Life Field for the Texas Counts Virtual Census Road Trip! Fill out your #2020Census today at my2020census.gov. #ArlingtonCounts2020
We're in West Texas, y'all!

Tune into this prize-filled Census-A-Thon at Inspired Vision Compassion Center, coming to us live from Dallas! Looks like so much fun, and look at all those little ones getting counted! #northxcounts

8,485 Views

Inspired Vision Compassion Center was live.

A few photos from the fun and successful “Nada que temer, mucho que ganar” Caravana del Censo (Census Car Parade) event in Mercedes, TX this morning! Dozens of Texans were counted through this ingenious event at beautiful Sunrise Hill Park. #vgcounts #txcensustourtrip
Texas is now #40

Millions of households still need to respond to the 2020 Census.

Let’s make sure every Texan is counted!
Join the narrative.
Be a trusted messenger.
Connect with 10 folks today!
**WEEKLY UPDATE!**

**Live Weekly Census Update**
For accurate #2020Census information.

**Mondays at 12 PM CST:**
**txcounts.me/thisweek**

Join Texas Counts for this weekly webinar and live discussion about all things Census.

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**TEXASCOUNTS.ORG**

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