



United States[®] Census 2020



March 24, 2020

New Mexico Counties is working with the Department of Finance & Administration, along with the New Mexico Municipal League, local entities, nonprofits, and other agencies to support the state's Complete Count Committees. The health and safety of every New Mexican is of the utmost importance in the midst of the COVID-19 outbreak. It is more important than ever for CCCs to come together, innovate outreach tactics, and continue to encourage self-response. By working together, we can achieve a complete count in New Mexico!

DIGITAL OUTREACH SUGGESTIONS

- Encourage self-response: online, over the phone, or via mail
- Plan a digital town hall/information session (WebEx, Zoom, FB LIVE, TV/radio)
- Purchase additional laptops, tablets for work-at-home stations and portable Wifi hotspot sticks for areas with limited internet access
- Send media advisories, press releases, and op-ed articles to local newspapers
- Hang posters in grocery stores
- Create 15-30 second video spots, send text messages and email blasts
- Post on social media: FB, Twitter, Instagram
 - ⇒ Use #Hashtags: #2020Census #icountnm #WeCountNM

RESOURCE LINKS

Check out the icountNM outreach [toolkit](#), the alternative census outreach [response packet](#), and [outreach resources page](#).

Click here for a [census budget sample](#) on how to spend your DFA grant \$\$\$.

For materials, messaging, & media support (TV, radio, print), email Media Desk at census@mediadesknm.com.

For social media (posting pictures/videos) and icountnm.gov website support, email chris@artsolutions.com.

Questions?

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