Run your own Virtual Census Create-a-thon!

EMAIL TEMPLATES

A resource from the Census Open Innovation Labs at the U.S. Census Bureau

CREATIVES FOR THE COUNT

Virtual Create-a-thon Site and Outreach Templates

FOLLOW UP

INITIAL INVITATION EMAIL
5 DAYS BEFORE: Reminder Email
1 DAY BEFORE: Final Details- 1 Day Before
1 DAY AFTER: Follow Up Email - 1 Day After

INITIAL INVITATION EMAIL

TITLE: You're Invited to #CreativesForTheCount | [NAME OF EVENT]

Join us for an [**HALF DAY / FULL DAY**] virtual create-a-thon to help get out the count within the [**COMMUNITY].** Click here [**INSERT LINK**] for the invitation, details, and to RSVP.

What: #CreativesfortheCount- [**NAME OF EVENT**]

When:[**START AND STOP TIME**]

Where: [**VIDEO PLATFORM LINK]**

This event is hosted in partnership with [PARTNER ORGANIZATIONS] *and the Census Open Innovation Labs at the U.S. Census Bureau. Creative professionals (designers, copywriters, filmmakers, digital strategists, etc.) work with organizations leading Census outreach efforts in hard-to-count communities to generate digital content, with the ultimate goal of increasing response rates among the hardest-to-count communities that those organizations serve.*

Want to learn more or get involved? Contact us at census.accelerate@census.gov

---

5 DAYS BEFORE

Subject Header: [**EVENT NAME**] | Confirming your spot and getting ready!

Email Body:

Hi there,

We're so looking forward to collaborating you with us on [**DATE**].

Virtual Create-a-Thon: [**START TIME TO STOP TIME**]
Please note: the event is designed for attendees to be there from start to finish, so please log on to the meeting on time!

Location:
[**VIDEO PLATFORM LINK**]

Here are a few ways that you can prepare to make the most out of our time together in our 2020 [**EVENT NAME**] Virtual Create-a-thon!

1.Bring friends! There is still space for more attendees, especially people who like making shareables and other digital media. We'll totally take your help spreading the word on social media. Here's a post you can copy and paste.

> *Hey,* [**LOCATION/NETWORK**]*! Come learn about what's at stake for the* [**HARD TO COUNT**] *community in the #2020Census and join in on a Create-a-Thon to get out the count.* [**DATE**]*with* [**@PARTNERS]**] *and @uscensusbureau.* [**INSERT EVENT LINK**]

2. Bring tools! Post-it notes or a notebook, a pen or other writing utensil, an open mind, creative juices, and a beverage to stay hydrated!

3. Bring ideas! Not sure why the Census is so important in general, or to the [**HARD TO COUNT**] community? Check out [**RESOURCES SPECIFIC TO YOUR COMMUNITY**] to get pumped, and to start generating ideas about getting out the count.

Any questions? Contact our team at [**ORGANIZER EMAIL**]

Final Details - 1 Day Before

Hi everyone,

We're excited to start collaborating with you tomorrow at [**START TIME**] for a Virtual Create-a-thon about getting out the Census 2020 count within the [**NAME COMMUNITY**]. Here's a video from our friends at Rock The Vote for a pump-up on why this matters!

Please remember to have a notebook and post its handy and any other tools you need to strategize about who to reach new audiences and how to create digital assets - think Facebook shareable graphics, sample Tweets, etc.

Join the slack channel. You can also get prepped for the event by joining the #CreativesfortheCount Slack channel.

Any issues?
Email us! We'll be monitoring this inbox in the morning with any last minute questions or concerns.

See you tomorrow!

[ORGANIZER NAME]

Follow Up Email

Hi everyone,

Thank you so much to everyone who joined us for the **[NAME OF EVENT]**. For those of you who couldn't make it, here's a recap **[CONSIDER LINKING TO A BLOGPOST]**. We had a whirlwind day learning about the importance of Census to the **[X]** community, and then created over **[X#]** pieces of content tailored to different personas within the **[HARD TO COUNT]** community that we'll share with individuals and organizations to help get out the count.

Here are some ways to stay involved.

- ❏ **Learn more about** [**LOCAL PARTNERS**] **-** check out their site to stay up to speed and get involved.
- ❏ **Join the Slack Channel:** Stay in touch and find like-minded collaborators to keep moving the conversation forward at **CreativesForTheCount.slack.com**

- ❏ **Keep creating:** If you were inspired by today's work, don't stop! Turn out more creative content and upload to https://www.creativesforthecount.org/gallery We'll include it in our ongoing database and promotion.
  - ❏ Want to build out a bigger solution? Work with us in 12-week sprint for The Opportunity Project. **http://opportunity.census.gov**

- ❏ **Host an event:** Know of a group that would benefit from its own #CreativesForTheCount? Volunteer to host a virtual event or virtual design sprint for your office, school or community. We'll give you all the tools you need for success, you bring the people and enthusiasm. **Census.accelerate@census.gov**.

- ❏ **Become a Creative Ambassador:** Join an esteemed group of organizers from across the country, passionate about democracy. If that sounds like you, let us know.

- ❏ **Keep talking about Census 2020:** Share the great work you've done here on social media with the hashtags #CreativesForTheCount and #2020Census. Share this information with your colleagues, friends and networks. Do you have a great idea for a network that should be involved in spreading the word? Tell us about them.

Thanks,

[EVENT ORGANIZER SIGN OFF] and Census Accelerate
