



**HAWAI'I COMMUNITY FOUNDATION**  
*Amplify the Power of Giving*



HGCCC  
February 18, 2020

The background is a solid teal color. It is decorated with dark teal leaf patterns in the corners. The top-left and top-right corners feature large, detailed leaves with visible veins. The bottom-left and bottom-right corners have lighter, more ethereal leaf patterns. The word "Marketing" is centered in the middle of the image.

# **Marketing**

# Logo Development



# Collateral Development

- T-shirts
- Postcards / Flyers
- Promo Items
  - Magnetic Chip Clips
  - Laptop / Water Bottle Stickers
  - Post-it Notes
  - Baby Onesies



The background is a solid teal color with faint, stylized leaf patterns in a darker shade of teal. The leaves are positioned in the corners and along the edges, creating a natural, organic feel.

# **Website Development**

# Thoughts Behind the Design

- Responsive design
- Interactive design
  - Rotating word that visualize reasons to be counted
  - GIF that show the Community Motivator
  - Hover animations on elements throughout the websites
- Geotargeted content



# Structure for HawaiiCounts.org

- Home
- About the Census
- What's at Stake
- Events
- Resources
- Partners
- Contact





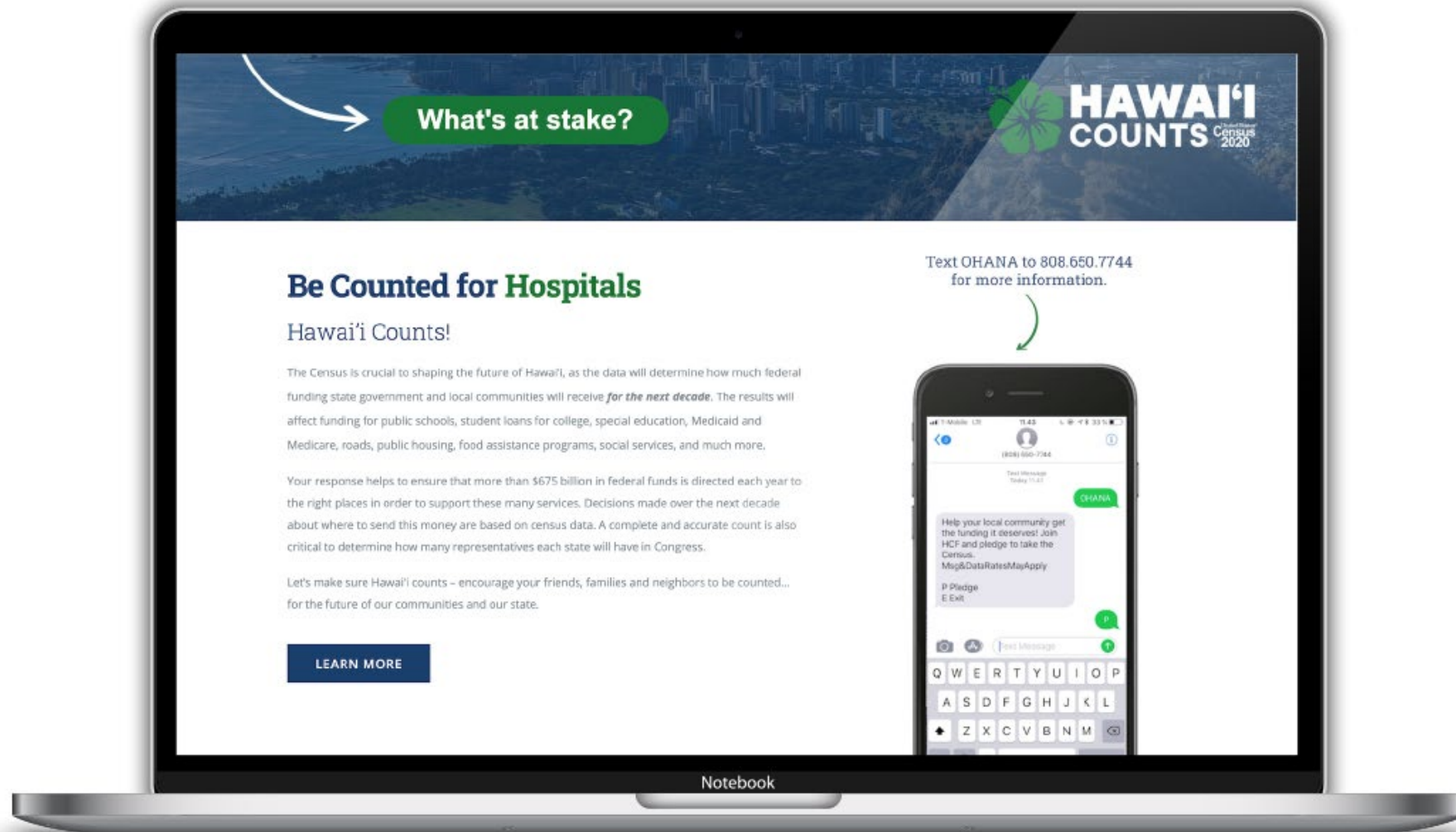
# Homepage





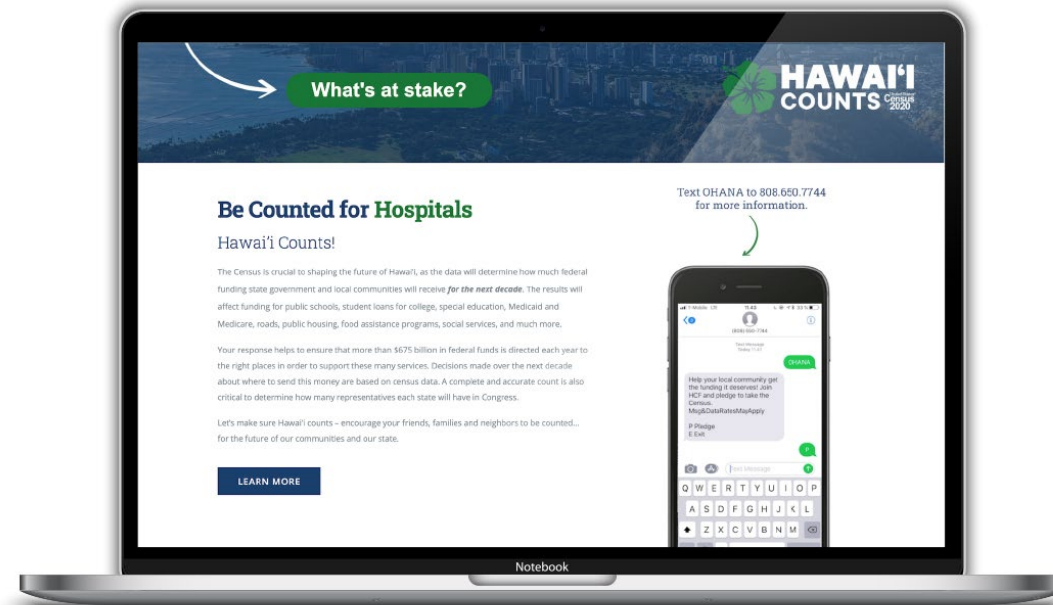
# Community Motivator in Action

The GIF shows someone using the Community Motivator.

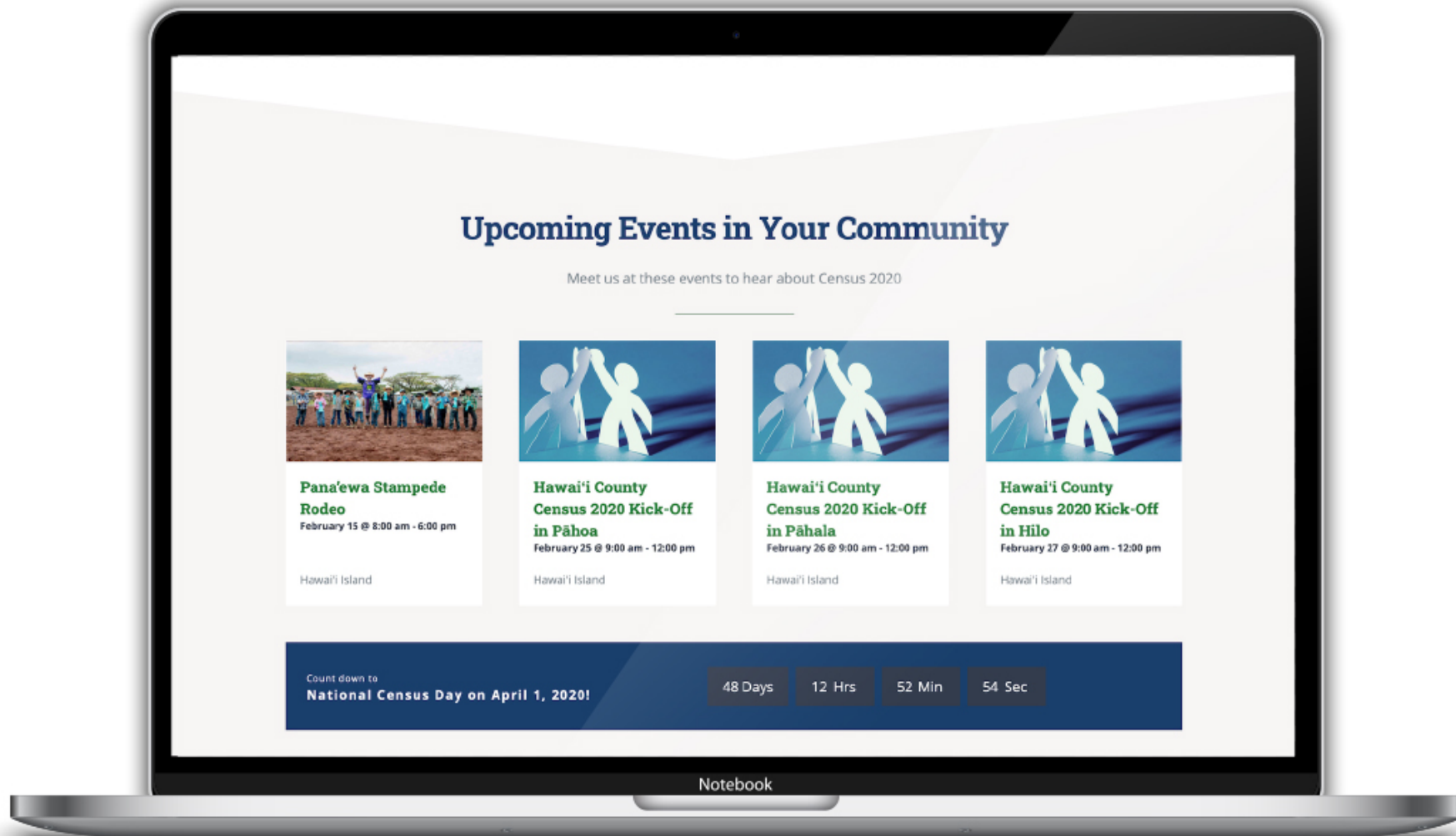


# Be Counted for...

- Hospitals
- Affordable Housing
- Roadway Repairs
- School Lunches
- Social Services
- Firefighters



# Upcoming Events and Countdown



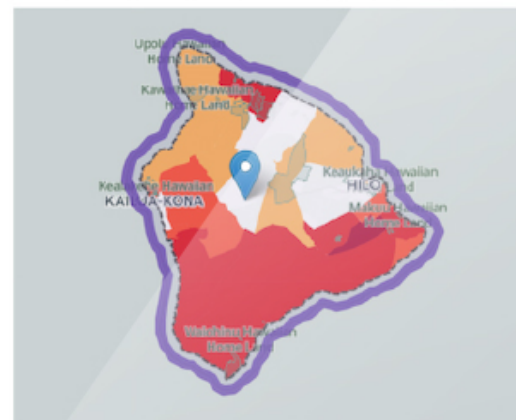
# Hard to Count Map and Signups

## Is Your Community Being Counted?

The Hard-to-Count (HTC) 2020 map combines data from multiple Census Bureau sources in order to show which communities have so far been counted in the 2020 Census. It's also a tool to show census stakeholders and local residents what to expect from the count in 2020.

Click on the map to view statistics by tract, county, or state.

LEARN MORE



## Help Spread the Word

Through your social media channels, you can shape your local community. Share census-related facts, stories, and how-to guides to encourage your friends and family to participate in the 2020 Census and make Hawaii count! Follow @HawaiiCounts on Facebook, Twitter and Instagram.



#HawaiiCounts

## Sign Up to Receive Updates

First Name

Last Name

Phone Number

Email address

Notebook

# Take Action

If you would like to list an event, provide resources or be included as a partner or supporter, please email:

[caroline@beckercommunications.com](mailto:caroline@beckercommunications.com)

If appropriate, we'd love for our partners and vendors to link to our website – this will help with organic SEO.



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# **Social Media**

**Follow @HawaiiCounts**

Facebook

Instagram

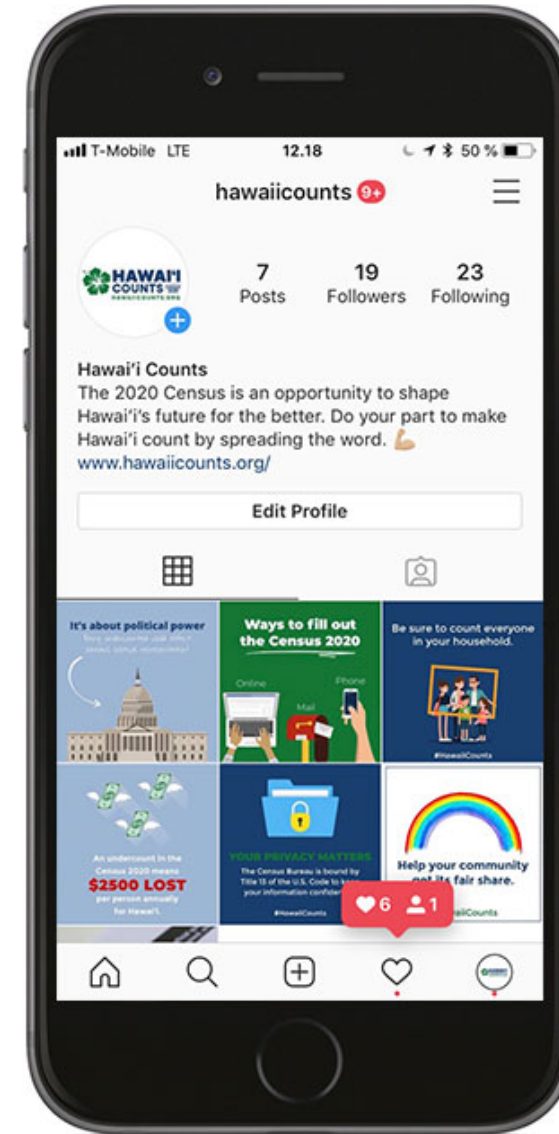
Twitter



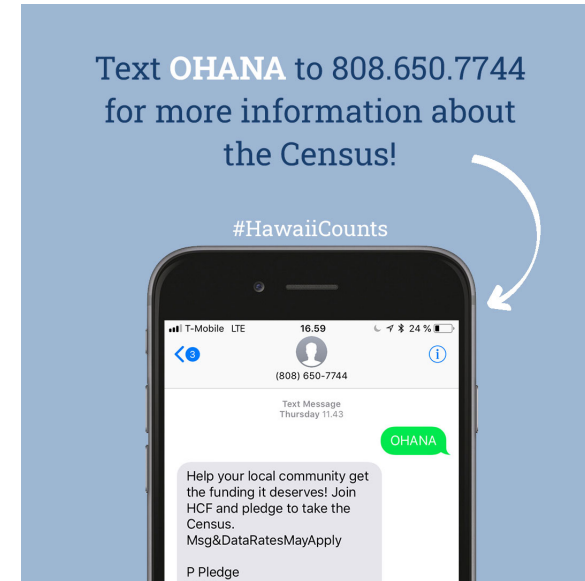
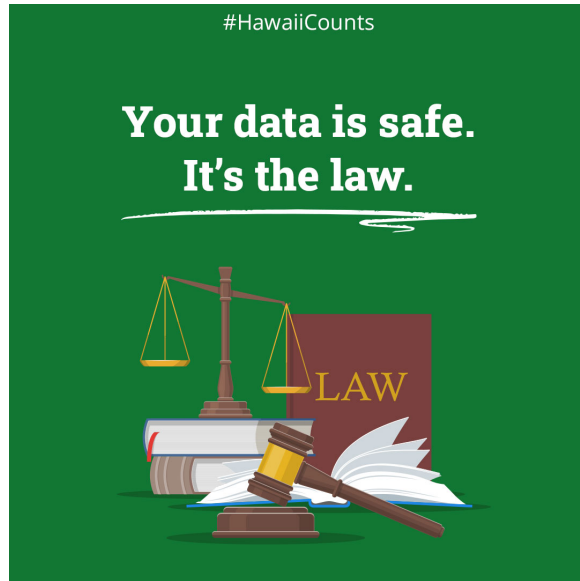


# Social Media

- Our activities are focused on:
  - Developing content
  - Increasing our following
- Ways you can help:
  - Tag us in social media posts
  - Like and share our posts
  - Send us content (i.e., photos, event info, flyers, etc.)



# Social Media Samples



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**PR**

# Media Relations

- Pitching stories
- Coordinating interviews



# Outreach

- Partnerships with statewide organizations and organizations reaching hard-to-count communities
- Outreach to businesses in low-response rate communities
- Pop-up shops in hard-to-reach communities
- Development of outreach materials
  - Mat articles
  - Social media content
  - Website content
  - Tip cards
  - Flyers



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# BECKER

COMMUNICATIONS ♦ INC

ONLINE, OFFLINE AND INLINE WITH YOUR GOALS



# COMMUNITY EVENTS AND OUTREACH

**New Partners:**

**County of Kaua'i**



# HCF's Request for Anthology

- Supplement the national buy and community efforts to target messaging directly to the known Hard to Count population segments:
  - Neighbor Island
  - Non-English speaking groups
  - Young kids
  - Elderly
  - Multiple family homes

# Identified Gaps in Coverage

- Neighbor Island non-Hawaiian music stations
- Filipino (English-language & Ilocano) radio
- Recommend splitting costs evenly across all 5 segments
  - West Hawaii island
  - East Hawaii island
  - Maui
  - Kauai
  - Filipino (English-language & Ilocano)

# Targeting Hard to Count Segments

Hard to Count Segment	Opportunity
Neighbor Island	Complement with other non-Hawaiian music stations
Non-English speaking groups	Target Oahu Filipino English-language & Ilocano community through radio
Young kids	Address through messaging
Elderly	Address through messaging
Multiple family homes	Address through messaging

# Messaging Recommendations

- National buy covers Census awareness
- Opportunity to message to the 'real' impacts of Census
- Sequencing key discussion points
  - Why – responses have a direct affect on funding for schools, community programs, etc. for their local community – cite examples
  - Ease – respond online or through the mailed survey
  - Timing / Logistics – When to expect it, who to count, etc.

***COUNT  
ALL KEIKI***

# COUNT ALL KEIKI

IN THE 2020 CENSUS

**CENSUS QUESTIONS?**  
Email us at [census@hawaii-can.org](mailto:census@hawaii-can.org)



When you take the Census, *count every child* living in your home on April 1: your own children, babies, grandkids, nieces, nephews, and even kids who aren't related to you. It's confidential, and it will help your family and our state.

A message from the Hawai'i Kids Complete Count Committee and  Hawai'i Children's Action Network

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# COUNT ALL KEIKI



Join us as we work to ensure all children in  
Hawai'i are counted in the 2020 census.

Only 68% of Hawai'i residents participated in the 2010 census. Young children are especially likely not to be counted. Because of this undercount of children, Hawai'i lost about \$16 million in critical federal funding for healthcare, childcare, adoption assistance, and foster care.

***Spread the word this year and make a difference for the next 10.***

*Census Day is April 1. You can help us #CountAllKeiki!*

**Make sure your family and friends know about the census.**

Tell them to count every child living at their address, including their own children, babies, grandkids, nieces, nephews, and even kids who aren't related.

**Join the Hawai'i Kids Complete Count Committee**


to organize outreach events across the state. We're targeting the areas with the lowest response rates to share the importance of the census for children and families.

**Do you work with kids 0-5?**

Your organization or business can help distribute fun, informational materials to families. We're counting on trusted messengers like you to reach as many parents and caregivers as possible.

Join the Hawai'i Kids Complete Count Committee or learn more:  
[www.hawaii-can.org/census2020](http://www.hawaii-can.org/census2020) [census@hawaii-can.org](mailto:census@hawaii-can.org) #CountAllKeiki






Hawai'i  
Children's  
Action  
Network  
Building a unified voice for Hawai'i's children

[ABOUT](#)
[GET INVOLVED](#)
[MOVEMENTS](#)
[EVENTS](#)
[DONATE](#)

# Hawai'i Kids Complete Count Committee



## Counting all keiki in 2020

The **Hawai'i Kids Complete Count Committee** is a coalition working to ensure all children in Hawai'i are counted in the 2020 Census. The coalition includes organizations like Hawai'i Children's Action Network and the University of Hawai'i Center on the Family.

For more information, contact Laura Nevitt: [Inevitt@hawaii-can.org](mailto:Inevitt@hawaii-can.org)





**See other Complete Count Committees in Hawai'i**

\*Select geography to begin:

Hawaii

**2020 Census Complete Count Committees**

Hawai'i's keiki need superheroes like you to spread the word! Join us on:

-  Facebook
-  Twitter
-  Instagram
-  LinkedIn

✓ Sign up for free action alerts



# Neighbor Island Meetings

- ❑ **County of Hawai'i**
  - Wednesday, February 19
  - 9 am – 11:30 am at Waimea Civic Center
- ❑ **County of Kaua'i**
  - Friday, February 21
  - 8 am – 10:30 am at Kaua'i Marriott, Kona Room
- ❑ **County of Maui**
  - Tuesday, March 10
  - 9 am – 11:30 am at Maui Beach, Moloka'i Room

# Commit to Count

Text **OHANA** to **808-650-7744** - Get 2020 Census Reminders

- ✓ Drive Census Awareness
- ✓ Get Others Engaged
- ✓ Receive Automatic Reminders
- ✓ Available in multiple languages

TEXT **OHANA** TO **808-650-7744**

In **2020**, I will be counted in the **Census** because our 'ohana and communities deserve support



HAWAI'I COMMUNITY  
FOUNDATION

*Leilani*

PERSONALIZABLE  
MESSAGE