Marketing
Logo Development
Collateral Development

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

Hawaii Counts!

The Census is crucial to shaping the future of Hawaii, as the data will determine how much federal funding state, governmental, and local communities will receive for the next decade. This data will affect funding for public schools, student loans for college, social services, Medicaid and Medicare, roads, public housing, food assistance programs, social services, and much more.

Your response helps to ensure that more than $675 billion in federal funds is directed each year to the right places in order to support these services. Decisions made over the next decade about where to send this money are based on census data. A complete and accurate count is also critical to determine how many representatives each state will have in Congress.

Let’s make sure Hawaii counts – encourage your friends, family, and neighbors to be counted, for the future of our communities and our state.

LEARN MORE
Be Counted for...

- Hospitals
- Affordable Housing
- Roadway Repairs
- School Lunches
- Social Services
- Firefighters
Upcoming Events and Countdown

Upcoming Events in Your Community

Meet us at these events to hear about Census 2020

- Panakwa Stampea Rodeo
  February 13 @ 12:00 pm - 5:00 pm
  Pāhoa, Hawai‘i Island

- Hawai‘i County Census 2020 Kick-Off in Pāhoa
  February 16 @ 9:00 am - 1:00 pm
  Pāhoa, Hawai‘i Island

- Hawai‘i County Census 2020 Kick-Off in Pāhua
  February 16 @ 9:00 am - 1:00 pm
  Pāhua, Hawai‘i Island

- Hawai‘i County Census 2020 Kick-Off in Hilo
  February 17 @ 9:00 am - 12:00 pm
  Hilo, Hawai‘i Island

Countdown to
National Census Day on April 1, 2020

Days 11

Hours 12

Minutes 45

Seconds 36
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 or have 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.

Help Spread the Word

Through your social media channels, you can share your local community’s share your community’s facts, stories, and facts, and encourage your friends and family to participate in the 2020 Census and make Hawaii Count! Follow @HawaiiCounts on Facebook, Twitter, and Instagram.

Sign Up to Receive Updates

First Name: 
Last Name: 
Phone Number: 
Email Address: #HawaiiCounts
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

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

#HawaiiCounts

Your data is safe. It's the law.

#HawaiiCounts

Be counted for better school lunches.

Text OHANA to 808.650.7744 for more information about the Census!

#HawaiiCounts
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
COMMUNITY EVENTS AND OUTREACH

New Partners:

County of Kauaʻi
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

<table>
<thead>
<tr>
<th>Hard to Count Segment</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbor Island</td>
<td>Complement with other non-Hawaiian music stations</td>
</tr>
<tr>
<td>Non-English speaking groups</td>
<td>Target Oahu Filipino English-language &amp; Ilocano community through radio</td>
</tr>
<tr>
<td>Young kids</td>
<td>Address through messaging</td>
</tr>
<tr>
<td>Elderly</td>
<td>Address through messaging</td>
</tr>
<tr>
<td>Multiple family homes</td>
<td>Address through messaging</td>
</tr>
</tbody>
</table>
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
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.
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  census@hawaii-can.org  #CountAllKeiki
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: lnevitt@hawaii-can.org

See other Complete Count Committees in Hawai‘i

2020 Census Complete Count Committees
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.