Chattanooga Complete Count Committee
Worksheet - Creating Your Census Plan
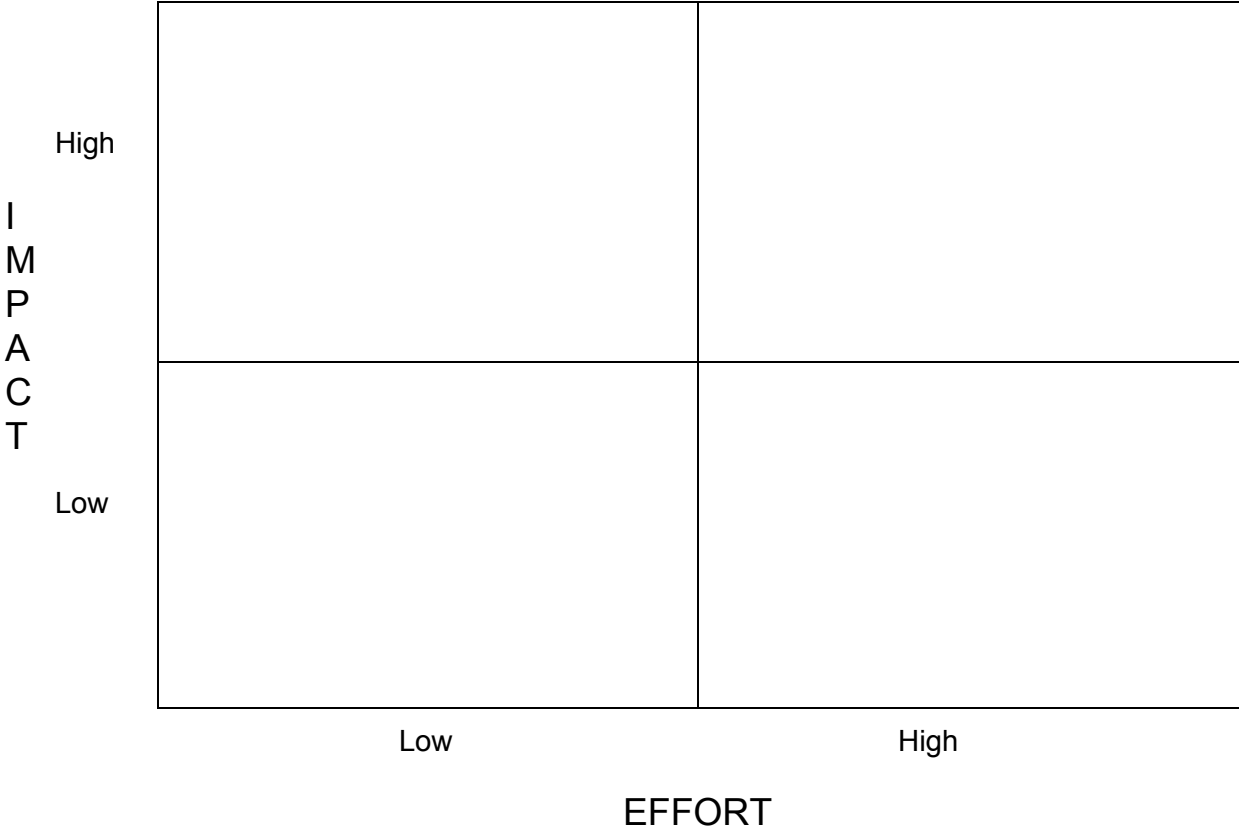
Part 1 - Defining your goal and audience

Goal
In order to increase the number of people that complete the 2020 Census in Hamilton County _____ (your organization) will get _____ people to complete the Census by July 31, 2020.

Define your audience	
How many people are connected to your organization? *think about different groups of individuals involved in your organization - clients, constituents, donors, employees, etc.*	
Where do they live and work?	
Who are they? *different subgroups of people that you reach*	
Who else might talk to them? other CCC members that might reach out to them about the Census	
How can you reach them? *The best ways to reach your people*	

Part 2 - Activities and Strategy

Tactics
Use the space below to brainstorm ways you can reach your audience and get them to take the Census

High

I
M
P
A
C
T

Low

Low   High

EFFORT

Based on your Impact - Effort Chart above, prioritize one to three most important tactics

Tactic 1 *Insert a name for your tactic like "Census block party"*	
Who owns it *The person at my organization that has responsibility for getting this done - alone or with help*	
What's needed to get it done *Think about resources that you'll need to accomplish it*	
Major milestones or steps *That you'll need to do to get this done*	

Tactic 2 *Insert a name for your tactic like "Census block party"*	
Who owns it *The person at my organization that has responsibility for getting this done - alone or with help*	
What's needed to get it done *Think about resources that you'll need to accomplish it*	

Major milestones or steps *That you'll need to do to get this done*	

Tactic 3 *Insert a name for your tactic like "Census block party"*	
Who owns it *The person at my organization that has responsibility for getting this done - alone or with help*	
What's needed to get it done *Think about resources that you'll need to accomplish it*	
Major milestones or steps *That you'll need to do to get this done*	