SC COMPLETE COUNT COMMISSION
CHARTER FOR PROJECT

• Partnership with SC Grant Makers Network to get the word out about the upcoming Census.

• Desire to get the word to hard-to-count populations.

• Creating a message that resonates with the hard-to-count communities.
BRANDING

• The logo for the SC Counts 2020 Campaign is designed to attract attention and welcome viewers. It avoids sterility and rigidness using rounded corners and simple shapes.
MISSION

• The SC Counts 2020 Campaign is intended to educate and encourage the underrepresented populations of South Carolina to participate in the 2020 Census, ensuring their inclusivity and impact in the decade to come.
MESSAGING

• The Tone of the SC Counts 2020 Campaign is intended to be informative, yet approachable. All media should remain professional with a focus on education, advocacy, and action. Verbiage is encouraging, inclusive, and empathetic.
SOCIAL MEDIA GRAPHICS

Online Registration Starts March 12th

www.census.gov

#morethanaccount
MAGNETS
UPCOMING MESSAGING & TASKS

• Maintain a focus on the importance of participating in the 2020 Census.

• Emphasize that it’s not too late to participate, even after Census Day.
RESOURCES

• Go to: [https://www.ERMarketingGroup.com/file-share](https://www.ERMarketingGroup.com/file-share) to download
• Go to: [https://www.uwasc.org/census-2020-resources](https://www.uwasc.org/census-2020-resources)
• Use hashtags when posting:
  • #SCCounts2020    #CountMeIn    #2020Census
  • #Census2020      #MoreThanACount  #KnowWhyYouCount
  • #ICount          #SCCountMeIn
• Like and Share [@SCCounts2020](https://www.twitter.com/SCCounts2020) on Facebook
• Follow and Share [@SCCounts2020](https://www.instagram.com/SCCounts2020) on Instagram
• Follow and share [@SCCounts2020](https://www.twitter.com/SCCounts2020) on Twitter
CENSUS DAY IDEAS

• Announce your organization’s excitement on Facebook Live in the Census Day Event at https://www.facebook.com/events/820776018385400/

• Script:
  • Greeting: Good morning!
  • Who you are: I am Forrest Gump, the mayor of Gumpville.
  • Name your organization: Gumpville is a small city in the eastern portion of Gumpland.
  • Topic: Today is Census Day, the day we count everyone in our homes. While we can’t celebrate together because of social distancing, I encourage everyone to go online to https://my2020census.gov/ and fill out your Census. The Census impacts everything we do. It helps to get money to repair our roads, educate our children, and support our elderly. Please help us show how powerful we are by getting counted!
  • Conclusion: Thank you so much for your time. Please like and share SC Counts 2020 so we can keep getting the word out! Have a great day!!