

**SOUTH WEST ORGANIZING PROJECT
ALBUQUERQUE, NM – JULY 15, 2009**

STRATEGIES DEVELOPED BY 2010 CENSUS COMPLETE COUNT COMMITTEES IN NEW MEXICO

- I. Strategies this CCC can use to achieve an as accurate as possible count of our communities?
- a. Ensure that the Partnership Dept. is hiring community representatives that have experience organizing in this community.
 - b. Compile list of community leaders/representatives that we want to be hired by the local census office to be enumerators. This will help to ensure an improved count because the community leaders/representatives will feel more comfortable canvassing their own neighborhoods and the community will feel more comfortable divulging information to a fellow community member-resulting in an improved count.
 - c. Have our CCC review and give feedback on the Census enumerator training, to ensure that it is comprehensive and addresses our concerns.
 - d. Overall Empowerment Strategy/Message: Our communities will benefit from an accurate count, we will get more resources and better political representation. “Stand up and be counted.” “Let’s count our community.” “Our community will be counted: because our future depends upon it.” “Send it in, because we count.” “Take action for a better south valley.” “I’ve been counted”
 - e. Use civic engagement model: Direct Mail, Phonecalls and Door knocking.
 - f. Have presence at already planned community events, plan community events specifically focused on awareness around importance of our community being accurately counted in the Census.
 - g. Media Campaign:
 - i. Earned media: there is a 1-800 number for PSA’s, info put into utility bills, talking with local church leaders as messengers.
 - ii. Paid media: this plan will begin at the end of December, we will work with Veronica to ensure that the message, content, and messenger are correct for our communities. We should get a list of small media outlets to Veronica so they can use them as places to place adds later.
 - h. “I’ve been counted” stickers for peoples houses.
 - i. Social Networking Strategy: use facebook, twitter, text messages, etc. to get the word out with our particular message.
 - j. Build some sort of a communication and coordination infrastructure between the different CCCs

- k. Submit the proposal to get the \$2,999.00 grant that the partnership Dept. has, using one of these ideas
- l. Creation of materials with our messaging that has a local/cultural flavor for our communities. Cultural iconography. We could do a contest for young artists to draw a logo that represents the community and the importance of being counted, and use that as our brand.
- m. Creation of a mass calendar of events
- n. Music jingles that use our message and are in tradition styles: corridos, cumbias, rancheras, hip-hop for the younger folks.
- o. Small business outreach strategy: Have Census awareness days at local stores, put info in shopping bags, etc.