BE COUNTED MICHIGAN 2020

NONPROFIT ACTION CALENDAR

Month	Activities	Topic	Resources
September	- Hang posters in office - Include census info on your website - Contact local government about joining local complete count committee (LCC) - Reach out to 3 partner organizations and ask them to join the Nonprofit Complete Count Committee (NCCC)	Raise Awareness	- Posters - Website language - Talking Points (TPs) for LCC - TPs for partner orgs
October	- Include article in newsletter - Presentation to Board of Directors - Train staff, particularly frontline staff, on how to talk with clients about the census - Set an organizational goal of how many clients you'll have individual conversations with about the census in total, creating monthly benchmarks, and begin outreach (ex. Goal of talking to 1000 people by April 2020 = approx. 160 conversations each month from Oct. through Mar.)	Raise Awareness	- Sample newsletter article - Sample presentation - TPs for client conversations - Org. goal sheet template
November	- Distribute educational postcards - Participate in NCCC social media campaign - Continue conversations with clients	Raise Awareness	- Postcards - Social media messaging - TPs for client conversations
December	- Continue uplifting the census on social media by sharing articles & other premade content - Collect at least 100 Pledge cards - Continue talking with clients (Can collect pledge cards during those conversations)	Raise Awareness	- Social media messaging - Sample articles - Pledge cards - TPs for client conversations
January	- Host townhall meetings	Motivate/ Encourage Participation	- Townhall meeting agenda sample

Month	Activities	Theme	Tools
	- Distribute at least 200 educational postcards - Collect at least 100 pledge cards - Continue talking with clients		- Postcard templates - Pledge cards - TPs for client conversations
February	- Share sample census form - Send reminders to employees (for example, include in pay stubs) - Continue talking with clients - Mail out pledge cards	Motivate/Encourage Participation	- Form example - TPs for employee reminders - TPs for client convos - Pledge cards
March	- Letter to the editor (LTE) campaign - Have computers & phones available for use by clients - Phone banking - Continue talking with clients	Heavy Push/ Get out the count	- Sample LTE - Tips for computer/phone useTPs for phone banking - TPs for client conversations
April	- Host a "census day" party - Remind clients about census at intake/services - Have computers & phones available for use - Begin door-to-door educational canvassing - Join NCCC's social media campaign	Heavy Push/ Get out the count	- Sample agenda for census day party - TPs for clients - Computer/phone tips - Do's and Don'ts for door to door canvassing - Social media messaging
May	- Have computers & phones available for use - Remind clients about census at intake/services - Last minute phone banking	Heavy Push/ Get out the count	- Tips for computers/phones - Tips for clients - Do's and Don'ts for phone banking
June	- Keep posters up - Have computers & phones available for use - Remind clients about census at intake/services	Heavy Push/ Get out the count	- Posters - Tips for computers/phones - Tips for clients
July	- Keep posters up - Have computers & phones available for use Remind clients about census at intake/services	Heavy Push/ Get out the count	- Posters - Tips for computers/phones - Tips for clients