



2020 Census Accelerate
#CreativesForTheCount
October 14th, 2019
Columbia, SC

Hosted by Together SC, Neue South, The Census Open Innovation Labs (COIL)
Community Partners: SC Fatherhood Initiative, SC First Steps, Urban League, United Way
Agency Partners: TBD

Overview: This Fall Together SC / SC Counts Initiative will be joining forces with The Census Open Innovation Labs (COIL) for South Carolina's first create-a-thon around the 2020 Census through their #CreativesForTheCount initiative. We'll be convening nonprofit leaders, community advocates, and creative agencies for a half day workshop around campaign toolkits to reach HTC communities with 2020 Census information. The hard-to-count populations identified are children 0-5, African American men, and the Latinx population.

Who: The Census Open Innovation Labs (COIL) at the U.S. Census Bureau works closely with Complete Count Committees and partners on national, statewide, and local levels in order to reach the hardest-to-count members of the communities that they represent.

SC Counts 2020 Census Initiative is a collaboration of more than 20 local, regional, and statewide organization committed to a complete count of South Carolinians in the 2020 decennial Census including the United Way, South Carolina Grantmakers Network and Together SC.

Why: Many organizations leading Census outreach efforts have limited creative and/or digital capacity. Yet, as trusted voices, it is vital that their grassroots outreach efforts be amplified online to reach as many of their community members as possible. #CreativesForTheCount matches creative talent (designers, copywriters, content strategists, videographers, etc.) with those organizations so that they can conduct more effective digital outreach, with the ultimate goal of increasing response rates among the hardest-to-count communities that they serve.

What: South Carolina #CreativeForTheCount create-a-thon. The hard-to-count populations identified are children 0-5, African American men, and the Latinx population.

When: Columbus Day, October 14th, 2019

Where: Columbia

Event Format: This event is a create-a-thon in which teams will rapidly produce visual content on the 2020 Census, targeted to hard-to-count communities in South Carolina, to be used by key nonprofits and advocacy organizations. Creators and organizations come together for a few hours up to a weekend to generate compelling media that spread Census awareness, help organizations do better digital outreach, and inoculate against disinformation.

The Ask: We're inviting 10-15 nonprofit marketers and 3-5 agencies from across the state to join us for the #CreativesForTheCount workshop to form a creative team, copywriter, designer, videographer supporting one of the three HTC community efforts. We anticipate a 4 hour morning with food and beverages provided. We're aiming to produce at least 25 pieces of content for each HTC target during the course of the workshop.