

Becoming a City-Census 2020 Ambassador

To ensure that every resident of the City of West Hollywood is counted during the Census 2020, the City is inviting community members to become part of the City-Census initiative as Ambassadors.

Ambassadors are an essential part of the City-Census 2020 engagement campaign to ensure a complete count. Ambassadors will volunteer their time by disseminating a wealth of information to across the community to ensure everyone is engaged and knowledgeable about the Census 2020.

How does an Ambassador support the City-Census 2020 initiative?

You will receive factual information about the importance of a complete Census count and commit yourself to reaching out to friends, relatives and social media contacts to ensure they complete the Census. The City will develop messages and you will share these messages with your contacts.

Who Can Be an Ambassador?

Ambassadors are WeHo residents, business owners and individuals active in the West Hollywood community who:

- Are passionate about an accurate Census 2020 count;
- Are excited to engage fellow WeHo residents to ensure strong Census participation.
- Are active on social media, and willing to use those platforms to spread the word about Census 2020;

Participants will have the option of volunteering as an individual or group. Some examples of groups that can sign up are:

- Civic & Non-Profit Organizations
- Home Owners Associations
- Neighborhood Groups
- Renters
- Retirees & Seniors
- LGBT Groups
- Russian-Speaking Community
- Spanish-Speaking Community
- Social Media Influencers

Ambassadors are encouraged to engage and inform their respective constituents and audiences in a way they feel most comfortable. They will receive a full Media Kit with approved digital material posts to aid in spreading important information, and relevant dates to their online audience. **The Ambassador program will launch on or about January 2020.**

Process

Send an email to Census2020@weho.org with your name, address, phone number and preferred email address to be used by the City-Census initiative. An email will be sent to you confirming that your email has been received.

You will then receive communications from the City-Census initiative, informing you of upcoming meetings, providing you information related to the Census, important dates, etc.

Criteria to Serve as an Ambassador

- Must either live, do business or have strong affiliation with the City of West Hollywood;
- Must be willing to receive factual information from the Census or the City and share this information with the public;
- Must be able to attend at least one Complete Count Committee meeting (CCC). CCC meetings are open to the public.

For additional information, please contact Hernan Molina at 323-848-6364 or via email @ hmolina@weho.org