# Virtual Census Party – Planning Guide

Event Logistics **(Checklist of things to do before the event)**

* Form a virtual host team: Partner with complimentary organizations who can help you reach your audience, co-host the virtual event, and promote the event.
* Identify and confirm location (Facebook, Instagram, Zoom, etc.), time, and date that work best with community and speakers.
* Determine the party theme, i.e. Census Coffee Hour, Census Happy Hour, Virtual Townhall, Census Pajama Party, Census House Party, etc.
* Identify and invite speakers/panelists.
* Identify and invite event moderator or facilitator.
* Promote your event to relevant audiences through various channels.
* Prepare speakers for the event.
* Create event day-of plan for “volunteers.” Volunteers will agree to share event and host watch parties.
* Prepare materials or giveaways for event.

## Agenda Template

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| **SUGGESTED TIMES** | **AGENDA ITEM** | **DESCRIPTION** |
| 15 minutes | **Welcome and Introductions**  **Identify the Goal** | Warm welcome by your organization's representative or other community members.  Discuss the virtual party format, activities, giveaways, etc. and the “why” for hosting a virtual census party.  Highlight the importance of making sure there is a complete count in the wake of COVID-19, focusing on filling out the census online, by phone or mail. |
| 30 minutes | **Activities** | Speakers or panel answer questions regarding the census LIVE.  Invite the audience to ask questions in the chat and share if they filled out the census, what it means for them personally or for their community.  To encourage audience participation a giveaway could be conducted.  Moderated Q&A with Audience Participation  The moderator should moderate all questions (both planned and audience), facilitate the “ask” for audience commitment to fill out the census online, by phone or mail. |
| 15 minutes | **Closing** | Moderator/host recaps census talking points and questions asked by audience and thanks everyone for attending and participating. A call-to-action should go out to encourage the audience to share the message of filling out the census online, by phone or mail. |