

# HTC AUDIENCES, TACTICS, AND MATERIALS

## It's all about thinking strategically

### First, prioritize your audiences.

You may be concerned about how to focus your outreach on specific audiences — after all, we really do want everyone to complete their census. However, there are populations of New Mexico residents that more likely to be missed than others. These populations, referred to as hard-to-count (HTC), are the most difficult to reach and least likely to participate. New Mexico has one of the highest percentages of HTC populations in the United States. **It is likely that your community has one or all of these HTC populations.** By developing specific strategies to reach these audiences, you will be able to help ensure a complete and accurate count of all New Mexico's residents.

Based on your community, rank New Mexico's five hardest-to-count audiences from most to least prevalent:

- Renters
- Households with children ages 0 to 5
- Multi-family households
- Native Americans
- Immigrants

### Now it's time to get creative!

Once you have your audiences prioritized, follow the worksheets below to strategize how to reach them.

Each audience will likely need unique messaging, tactics\*, and outreach materials. By following the steps below, you'll be able to think through what will work best to reach a particular audience.

*\*A quick note on tactics: From a traditional marketing lens, tactics are the strategic actions (like census booths, flyers, etc.) that influence specific a goal or call to action (like filling out a census form). There are hundreds of different marketing and outreach tactics. From grassroots-style outreach at events to TV and radio ads, the path to reaching your audience could go many different ways. It's up to you to figure out which ways will be the most effective by thinking strategically and prioritizing your options.*

**You can call the NM Census Outreach Hotline or email us if you have questions about this information or need help making materials.** Just reach out and we'll work together to make sure you have the resources you need to ensure a complete count in your community.

#### Contact us!

Email: [census@mediadesknm.com](mailto:census@mediadesknm.com)  
NM Census Outreach Hotline: (505)331-8836

**Priority Audience 1:** \_\_\_\_\_

What potential marketing tactics would be effective to reach this audience?

*Example: Billboards located near daycares, ads on local radio, flyers at daycare centers.*

---

---

Are there any local messengers who this audience recognizes and trusts?

*Example: The principle of Mesa View Elementary School*

---

---

Are there any timely opportunities that would make it easier to reach this target audience?

*Example: Pre-k sign up event on Jan 5th (phase 1), Fun run on March 23 (phase 2)*

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

Based on your tactics and opportunities, what materials do you need to reach your audience?

*Example: Billboard design, 15-second radio script, flyer design*

*Note: While some of your tactics may stay the same from phase to phase, your messages will likely need to change as well. If you need a specific material for a specific phase, list those in the appropriate phase below.*

All Phases: \_\_\_\_\_

---

---

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_



## Priority Audience 2: \_\_\_\_\_

What potential marketing tactics would be effective to reach this audience?

---

---

Are there any local messengers who this audience recognizes and trusts?

---

---

Are there any timely opportunities that would make it easier to reach this target audience?

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

Based on your tactics and opportunities, what materials do you need to reach your audience?

*Note: While some of your tactics may stay the same from phase to phase, your messages will likely need to change as well. If you need a specific material for a specific phase, list those in the appropriate phase below.*

All Phases: \_\_\_\_\_

---

---

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_



### Priority Audience 3: \_\_\_\_\_

What potential marketing tactics would be effective to reach this audience?

---

---

Are there any local messengers who this audience recognizes and trusts?

---

---

Are there any timely opportunities that would make it easier to reach this target audience?

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

Based on your tactics and opportunities, what materials do you need to reach your audience?

*Note: While some of your tactics may stay the same from phase to phase, your messages will likely need to change as well. If you need a specific material for a specific phase, list those in the appropriate phase below.*

All Phases: \_\_\_\_\_

---

---

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_



**Priority Audience 4:** \_\_\_\_\_

What potential marketing tactics would be effective to reach this audience?

---

---

Are there any local messengers who this audience recognizes and trusts?

---

---

Are there any timely opportunities that would make it easier to reach this target audience?

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

Based on your tactics and opportunities, what materials do you need to reach your audience?

*Note: While some of your tactics may stay the same from phase to phase, your messages will likely need to change as well. If you need a specific material for a specific phase, list those in the appropriate phase below.*

All Phases: \_\_\_\_\_

---

---

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_



**Priority Audience 5:** \_\_\_\_\_

What potential marketing tactics would be effective to reach this audience?

---

---

Are there any local messengers who this audience recognizes and trusts?

---

---

Are there any timely opportunities that would make it easier to reach this target audience?

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

Based on your tactics and opportunities, what materials do you need to reach your audience?

*Note: While some of your tactics may stay the same from phase to phase, your messages will likely need to change as well. If you need a specific material for a specific phase, list those in the appropriate phase below.*

All Phases: \_\_\_\_\_

---

---

Phase 1: \_\_\_\_\_

Phase 2: \_\_\_\_\_

Phase 3: \_\_\_\_\_

