

# iCountNM Resources



## ▶ NEW MEXICO CENSUS MATERIALS

There are ready-to-use materials available at [iCountNM.gov/resources](https://iCountNM.gov/resources). You are welcome to use these as-is or, if you need something more specific to your community, give us a call and we can work with you to make it your own.

## ▶ CENSUS OUTREACH HOTLINE: (505) 331-8836

We are relying on hyper-local outreach in all of New Mexico's communities. That means that each community needs different outreach materials for different audiences. If you need any iCountNM material that is unique to your community, we can help! Just call (505) 331-8836 or email [census@mediadesknm.com](mailto:census@mediadesknm.com).

## ▶ CENSUS OUTREACH RESOURCE NEWSLETTER

iCountNM curates outreach newsletters that are released every week. The newsletter covers the latest updates with the census, shares new iCountNM materials, and pulls together related resources that will help people who are conducting census outreach.

### SIGN UP FOR THE NEWSLETTER:

Scan the QR code to the right with your phone to sign up, or visit: [eepurl.com/gL72zn](https://eepurl.com/gL72zn).



Scan this QR code!

## ▶ CENSUS COORDINATION WEBINAR MEETINGS

These meetings are virtual informational convenings to share ideas, insights, and best practices between complete count committees and anyone else conducting census outreach. Dates and times will be released in the weekly iCountNM Newsletter.

## ▶ STATEWIDE PAID MEDIA

iCountNM is spearheading a statewide paid media plan that includes tv, print, radio outlets, and more that focus on hard-to-count populations. Media buys will be coordinated with input from Local Complete Count Committees to ensure the advertisements resonate with local communities. In addition to the statewide paid media placements, the ads created will be available to anyone conducting outreach to use.

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## ▶ RESOURCES FOR NONPROFITS

There are funds available for nonprofits and community-based organizations who can provide census outreach to community members. For more information, please contact Center for Civic Policy or NM Counts 2020 (contact information below).

## ▶ ICOUNTNM CENSUS CONTACTS

We have a growing team to support a complete count. Feel free to contact any of these individuals with census related questions.

### FOR GENERAL INFORMATION & COORDINATION, CONTACT:

Department of Finance and Administration (DFA)

Email: [nm2020.census@state.nm.us](mailto:nm2020.census@state.nm.us)

### FOR MATERIALS, MESSAGING & MEDIA SUPPORT, CONTACT:

MediaDesk

Email: [census@mediadesknm.com](mailto:census@mediadesknm.com)

NM Census Outreach Hotline: (505)331-8836

### FOR SOCIAL MEDIA & ICOUNTNM.GOV WEBSITE SUPPORT, CONTACT:

Real Time Solutions

Email: [chris@rtsolutions.com](mailto:chris@rtsolutions.com)

### FOR NONPROFIT GRANT OPPORTUNITIES, CONTACT:

Center for Civic Policy

Phone: (505) 842-5539

NM Counts 2020

Email: [cathyfrey@nmag.org](mailto:cathyfrey@nmag.org)

### FOR NEW MEXICO CENSUS OPERATIONAL QUESTIONS CONTACT:

UNM Geospatial and Population Studies

Email: [oflores221@unm.edu](mailto:oflores221@unm.edu)

Phone: 505.277.3064

### FOR ALL OTHER CENSUS QUESTIONS, CONTACT:

U.S. Census Bureau

Phone: (844)330-2020

Website: [2020census.gov](http://2020census.gov)