



BLIZZARDING

What is “Blizzarding?”

“Blizzarding” means flyering or delivering information sheets to help bring an important message or issue to the attention of more people and leaders in your community.

Why Blizzard?

There are two key goals to blizzarding:

- **Spreading the word:** Blizzarding can help create awareness of the Census and educate folks about its importance to the community by providing community members with important information. It's a strong and effective way to get a message out.
- **Encouraging Community Members to fill Out the Census:** Blizzarding is a great way to promote a message of encouragement and persuasion to let people know how safe, easy and important the census is. You can, for instance tell people about the various ways to fill out the census.

Planning Your Blizzarding Event

Make Sure You Have What You Need:

- Have volunteers wear comfortable shoes.
- Provide water or ask them to bring it.
- Suggest that they bring a cell phone and a small shoulder bag or backpack to carry any extra materials.

You should blizzard in pairs or with a group of friends or local supporters that you can help recruit.

- **Find a neighborhood or public event:** Identify the best neighborhoods for flyering. Think about which communities are going to be interested in finding out about the Census and where you are likely to have the most impact.
- **You should ask businesses** if you can post a flyer in their window, or leave some out on the counter. You can also hand them out at large events. Be sure to get permission before hanging a flyer.
- **Print your flyers:** Your county or town Local Complete Count Committee (LCCC) will help you with this.
- **Recruiting volunteers:** Even a small group can be successful using this action, but it's important that you document and amplify your efforts effectively. Here are a few volunteers roles you should consider having:
- **Photo/ digital captain:** Someone to take excellent photos during your event and post to Facebook and Twitter afterward. The campaign will provide social media posting guidance.

- **Logistics captain:** Someone whose primary responsibility is making sure everyone knows where they're going, that they have the materials they need, and that communication is clear while volunteers are out flyering.

Making an Impact

- **Be aware of the visual:** A flyering event with just a handful of people can have an enormous impact informing communities about the census and creating great social media content. Even just a few good photos can tell the story of your event, but be aware of the visual—make sure your message is clear but respectful, and that you're focusing on your interaction with the community.
- **Consider your audience:** Be sure that your materials and the message they carry are geared to your audience. Try to know ahead of time what issues related to the census are important to them. Your impact will be that much more relevant and effective.