



2016



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# Overview of the Community Supporter Toolkit

2016 Census of Population

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Statistics  
Canada

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## What is the Community Supporter Toolkit?

- The Community Supporter Toolkit is an interactive document that will act as a one-stop shop for information and resources to promote the census and associated job opportunities.

*“Show your support for your community by promoting the benefits of the census.”*





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## Purpose

- Increase census participation to provide communities with quality data.
- Provide consistent, ready-to-use messaging to reach out to community members.
- Federal, provincial, and municipal governments as well as community organizations will have a unified message:

*“We support our community.”*



# CENSUS • RECENSEMENT

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## Products and Resources

- Communications materials on completing the census and recruitment for census jobs, including:
  - Web graphics
  - Videos
  - Posters
  - Brochures
  - Fact sheets
  - Articles
  - Social media posts



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## Timeline for Product Use

- Promotional products related to **census job opportunities** can be used beginning in January 2016.
- Promotional products related to **data collection** can be used beginning in April 2016.
- All of these products can be accessed through the links in the Community Supporter Toolkit.



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## Instructions

- Use the resources in the toolkit to show your support for your community by promoting the benefits of the census, and encouraging members of your community to complete the census and apply for census jobs.





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## Next steps

- The Community Supporter Toolkit will be distributed electronically to interested organizations in January 2016.
- Tools can be downloaded by clicking on built-in links in the interactive document.
- All products are stored online to facilitate printing and sharing within the community.



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## Questions

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