



**NOTE: 75% of the grant proceeds must be allocated to approved not-for-profits.**

**Project Activities Description**

Provide a description of project activities to be funded and which entities (Grantee, NFPs, or a combination) will be performing them, including any expenditures that the applicant will make directly. Activities described may include one or more of the following:

1. Community outreach
2. Distribution of literature
3. Door-to-door conversations
4. Conducting informational sessions about the census and process
5. Conducting special events and census mobilizing
6. Development of digital media capped at 5% of the budget
7. Interpretation and translation services
8. Implementation of developed targeted media campaigns
9. Informational kiosks and presentations
10. Development of outreach materials (brochures, fliers, newsletters, and other targeted advertising such as billboards and other outlets with broad reach)
11. Other specific activities to increase 2020 Census participation that align with goals described in the Report: <https://www.ny.gov/programs/2020-census>.

In the chart below, please indicate who will be responsible for providing the project activity (a grantee, a subgrantee not-for-profit (NFP) contractor—or both, working together) and which activity is being conducted (see examples below). Be sure to list each activity/provider pairing on a separate row. Please add additional rows as needed.

<b>Project Activity</b>	<b>Provider</b>	<b>Anticipated Timeline</b>
e.g. conducting informational sessions about the census and process at a senior living facility	e.g., Grantee name	
e.g. conducting informational sessions about the census and process at a senior living facility	e.g., Subgrantee name	

