

Sonya Jones for Fort Bend County Clerk – Community Outreach Plan

Objective:

Engage, educate, and connect with Fort Bend County residents across all communities to share Sonya Jones’ platform, understand their needs, and demonstrate her commitment to fairness, transparency, and excellent service for all.

1. Outreach Goals

- Build trust and visibility across Fort Bend County’s diverse population.
 - Address the unique concerns of minority, immigrant, and underserved communities.
 - Highlight Sonya’s experience, integrity, and plan for improving the County Clerk’s office.
 - Increase voter engagement and encourage participation in local elections.
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2. Target Communities & Stakeholder Groups

Fort Bend County is one of the most diverse counties in the U.S., with significant African American, Hispanic, Asian, and immigrant populations. Outreach will be tailored to:

- **Hispanic/Latino communities:** Engage through Spanish-language materials, local churches, community centers, and cultural events.
 - **African American communities:** Partner with local civic organizations, NAACP chapters, and historically Black churches.
 - **Asian communities:** Focus on Vietnamese, Indian, and Chinese communities with multilingual materials, outreach to cultural associations, and engagement at local markets and festivals.
 - **Senior citizens:** Coordinate with senior centers, retirement communities, and civic groups to address accessibility and voting information.
 - **Young voters and families:** Engage through schools, PTAs, social media campaigns, and family-friendly community events.
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3. Outreach Strategies

A. Community Events & Presence

- Attend local festivals, markets, and cultural events to meet residents in person.
- Host small “Meet & Greet” sessions at libraries, coffee shops, and community centers.

- Organize volunteer-led neighborhood walks to distribute information and hear concerns.
- Hold bilingual town halls to answer questions and discuss office modernization plans.

B. Partnerships with Local Organizations

- Partner with faith-based organizations, nonprofits, and advocacy groups to reach underrepresented communities.
- Collaborate with local businesses and civic groups to distribute campaign materials.

C. Digital & Social Media Engagement

- Launch targeted social media campaigns highlighting Sonya's platform and community involvement.
- Use multilingual posts to engage non-English speaking residents.
- Host live Q&A sessions on Facebook and Instagram to address voter concerns directly.

D. Education & Voter Information

- Provide easy-to-understand guides on the duties of the County Clerk and how her office supports residents.
- Share information on voter registration, election deadlines, and accessible services.
- Address community-specific concerns, such as document accessibility, technology updates, and record preservation.

E. Direct Community Feedback

- Conduct surveys and listening sessions to understand the unique needs and challenges of each community.
- Create a feedback loop for residents to report issues and ask questions.
- Integrate community input into Sonya's office priorities and messaging.

4. Messaging Principles

- **Transparency:** Clearly explain how the County Clerk's office operates and how residents can access services.
 - **Accessibility:** Emphasize making services more user-friendly, technologically advanced, and culturally inclusive.
 - **Integrity & Experience:** Highlight Sonya's track record of fairness, professionalism, and community service.
 - **Inclusivity:** Ensure every community sees itself represented and heard in the campaign.
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5. Timeline & Implementation

Phase 1 (Weeks 1-3):

- Identify key community partners and events.
- Launch digital outreach with introductory videos and bilingual posts.
- Begin neighborhood walks and Meet & Greet scheduling.

Phase 2 (Weeks 4-6):

- Host town halls and listening sessions in diverse areas of the county.
- Partner with local organizations for cultural and civic events.
- Launch targeted social media campaigns addressing community-specific concerns.

Phase 3 (Weeks 7-10):

- Intensify voter education outreach.
 - Continue direct engagement and feedback sessions.
 - Highlight endorsements and success stories from community partnerships.
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6. Measurement & Evaluation

- Track event attendance and social media engagement metrics.
 - Survey participants to gauge awareness, trust, and satisfaction.
 - Monitor voter registration and participation trends in targeted communities.
 - Adjust outreach methods based on feedback to ensure maximum impact.
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Conclusion:

This plan ensures that **Sonya Jones connects with every corner of Fort Bend County**, respects the diversity of its residents, and demonstrates her commitment to providing accessible, equitable, and high-quality services as County Clerk.