

Digital Toolkit - April 2020

#GetCountedDC

For Supporters and Agencies

POC: Melissa Bird, Executive Director, District Census 2020

Office 202-478-1323

Cell 202-230-0489

melissa.bird@dc.gov

POC: Mekdy Alemayehu, Communications Officer

Office of Planning

mekdy.alemayehu@dc.gov

DC CENSUS

About The U.S. Census

Every 10 years, the U.S. government counts every person living in our country in the constitutionally-mandated Census. Once the Census collection is over, the U.S. Census Bureau analyzes and releases critical census data.

Data from the U.S. Census directly determines the pathway of Federal funding, impacting schools, businesses, transportation, infrastructure, healthcare, and overall social equity in the District.

The more accurate the data, the easier it is to ensure that we are meeting our community's needs. When data is inaccurate, we miss out on billions of Federal dollars.

The Census is Now Live!

The Census is now live and most DC residents should have received an official mailed invitation to respond to the 2020 Census. This official invitation will include a unique Census-ID that should be used when responding online at my2020census.gov or via the phone.

Most Census forms for mail-in response will be mailed in early April.

Why is the Census Important for DC

In 2010, DC was the second most undercounted city* in the nation, with the highest concentrations of undercounted folks living in Wards 1, 5, 7, and 8. The following groups have been historically undercounted (and underrepresented) in the District:

- Low-income residents
- Foreign-born residents
- Renters in multi-unit buildings
- Children ages 0-5
- College students

**City defined by a population of more than half a million residents*

April 1st, Census Day

Across the nation, cities, organizations, and communities will be participating in Census Day by encouraging everyone to participate in the Census. While much of the Census Day activities will now have to be virtual, it's important that we keep the momentum going.

The math is simple: **if every person and organization that receives this toolkit sends out at least one message about the census on April 1**, we will be able to reach a much larger pool of DC residents. The more folks we reach, the more folks we count in 2020.

Please directly share any of these messages to social media, or tweak the language to better reach your unique audience. Let's work to #GetCountedDC!

DC CENSUS SOCIAL MEDIA PRESENCE

Facebook: [@dccensus](https://www.facebook.com/dccensus)

Twitter: [@dccensus](https://twitter.com/dccensus)

Instagram: [@dccensus](https://www.instagram.com/dccensus)

Website: <https://dccensus2020.dc.gov>

Official Hashtag: **#GetCountedDC**

RECOMMENDED SOCIAL MEDIA POSTS

Twitter

COVID-19 & 2020 Census Direction Messaging

Post Option 1 - *planned mailing and misplacing census ID*

#2020Census mailings 📧 will continue in the midst of the COVID-19. You should have received your invite already. If you misplaced your invite with the unique Census ID, you can still self-respond and #GetCountedDC by providing your address via phone or online!

[Link to Graphic](#)

Post Option 2 - *public health/safety, completing the census on your own, and self response*

The health and safety of our community, #2020Census partners, and volunteers are critical during this time. While we're social distancing, it's so important - and easy - to respond to the Census in the safety of your home online 🖥️, by phone 📞, or by mail ✉️.

#GetCountedDC

[Link to Graphic](#)




Post Option 3 - *answer security regarding stimulus check*

The #2020Census is safe, secure and confidential. Completing the Census WILL NOT impact your eligibility for any government benefits or potential stimulus package from COVID-19. You can #GetCountedDC with peace of mind!

[*Link to Graphic*](#)

April 1 (Census Day) Messaging

Post Option 4

Be a good neighbor and #StayHomeDC. While you're at it, take **10** minutes to complete the #2020Census! Fill out your Census online , over the phone  or by mail . If you misplace your unique Census ID, just provide your address instead! Visit 2020census.gov and #GetCountedDC!

[*Link to Graphic*](#)

Post Option 5

On #CensusDay, let's take a moment to #GetCountedDC. Complete the #2020Census from the safety of your home. Visit 2020census.gov or call one of the numbers below and provide your address.

English: 1-844-330-2020

Spanish: 1-844-468-2020

#StayHomeDC

[Link to Graphic](#)

Facebook

COVID-19 & 2020 Census Educational Messaging




Post Option 1 - *planned mailing and misplacing census ID*

#2020Census mailings 📧 from the U.S. Census Bureau will continue as planned in the midst of the COVID-19. You should have received your invite already. A reminder letter and paper questionnaire will be coming to you this month if you still need to complete the Census.

If you misplaced your invite with the unique Census ID, you can still self-respond and #GetCountedDC by providing your address via phone or online!

[Link to Graphic](#)

Post Option 2 - *public health/safety, completing the census on your own, and self response*

The health and safety of our community, #2020Census partner organizations, and volunteers are critical during this time. While we're practicing social distancing, it's so important - and easy - to respond to the Census in the safety of your own home either online , by phone , or by mail . #GetCountedDC

[Link to Graphic](#)




Post Option 3 - *answer security regarding stimulus check*

The #2020Census is safe, secure and confidential. Completing the Census WILL NOT impact your eligibility for any government benefits or potential stimulus package from Covid-19. You can #GetCountedDC with peace of mind!

[Link to Graphic](#)

April 1 (Census Day) Messaging

Post Option 4

Be a good neighbor and #StayHomeDC. While you're at it, take **10** minutes to complete the #2020Census! Fill out your Census online , over the phone  or by mail . If you misplace your unique Census ID, just provide your address instead! Visit 2020census.gov and #GetCountedDC!

[Link to Graphic](#)

Post Option 5

On #CensusDay, let's take a moment to #GetCountedDC. Complete the #2020Census from the safety of your home. Visit 2020census.gov or call one of the numbers below and provide your address.

English: 1-844-330-2020

Spanish: 1-844-468-2020

#StayHomeDC

[Link to Graphic](#)

Instagram

COVID-19 & 2020 Census Educational Messaging




Post Option 1 - *planned mailing and misplacing census ID*

The U.S. Census Bureau's #2020Census mailings 📧 will continue as planned in the midst of the COVID-19. You should have received your invite already. A reminder letter and paper questionnaire will be coming to you this month if you still need to complete the Census.

If you misplaced your invite with the unique Census ID, you can still self-respond and #GetCountedDC by providing your address via phone or online!

[Link to Graphic](#)

Post Option 2 - *public health/safety, completing the census on your own, and self response*

The health and safety of our community, #2020Census partner organizations, and volunteers are critical during this time. While we're practicing social distancing, it's so important - and easy - to respond to the Census in the safety of your own home either online , by phone , or by mail . #GetCountedDC

[Link to Graphic](#)




Post Option 3 - *answer security regarding stimulus check*

The #2020Census is safe, secure and confidential. Completing the Census WILL NOT impact your eligibility for any government benefits or potential stimulus package from COVID-19. You can #GetCountedDC with peace of mind!

[Link to Graphic](#)

April 1 (Census Day) Messaging

Post Option 4

Be a good neighbor and #StayHomeDC. While you're at it, take **10** minutes to complete the #2020Census! Fill out your Census online , over the phone  or by mail . If you misplace your unique Census ID, just provide your address instead! Visit 2020census.gov and #GetCountedDC!

[Link to Graphic](#)

Post Option 5

On #CensusDay, let's take a moment to #GetCountedDC. Complete the #2020Census from the safety of your home. Visit 2020census.gov or call one of the numbers below and provide your address.

English: 1-844-330-2020

Spanish: 1-844-468-2020

#StayHomeDC

[Link to Graphic](#)