



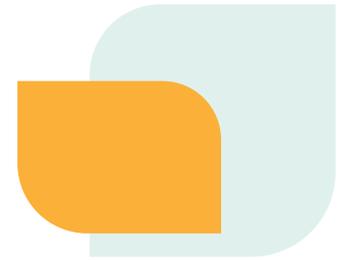
U.S. CENSUS 2020 FAITH LEADERS' TOOLKIT

YOU MATTER. GET COUNTED.

A toolkit for faith leaders to spread awareness about the 2020 U.S. Census



GETTING STARTED



Faith-Led Plan to Make the 2020 Census Count for Your Community

Every ten years, the U.S. Census seeks to get an accurate count of everyone living in the U.S. The next census will start in March of 2020. The data collected informs decisions about federal funding for programs serving DC families, local DC Government priorities and updates to Ward and ANC boundaries.

As a faith leader, you are a trusted messenger with a unique moral voice in your community. Because you know your community best, you are uniquely positioned to ensure that the people you care about are counted, especially those in immigrant communities and communities of color, which historically have low census return rates. Faith leaders like yourself and volunteers in your organization and community are key partners in helping spread the word about the importance of the count. You can help ensure we get the resources we need by spreading the word about the importance of participating in the 2020 Census.



In FY 16, over \$6 billion in Federal dollars was allocated to DC through large Federal spending programs based on 2010 census data. The programs include Medicaid, SNAP, TANF, Title 1 Grants, National School Lunch Program, Head Start, Special Education Grants, School Breakfast Programs, Foster care and child care grants. These programs are vital to ensuring the well-being of our communities, schools, hospitals, fire departments and more.

This toolkit provides useful tips and guidance on how to educate and mobilize your congregation, your colleagues and your entire community to increase participation rates **in the 2020 Census and ensure that everyone in DC is counted.**

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U.S. CENSUS INFORMATION



What is the Census?

The U.S. Constitution requires that we take a count-or census-of America's population every ten years. The first census was conducted in 1790. Census data is used at the Federal level to reapportion seats in the House of Representatives and determine how to allocate almost \$900 billion in Federal funding back to states to support vital programs at the local level. State officials use census data to redraw congressional and legislative districts based on population shifts. DC uses census data to update Ward and ANC boundaries every 10 years. The goal of the 2020 Census is to count every person living in the US, once and only once, and in the right place. By law, the U.S. Census must deliver a report on the population counts within 9 months of “**Census Day**” (April 1, 2020).



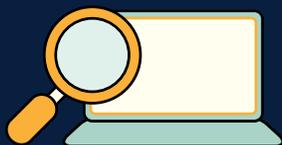
The 2020 U.S. Census asks questions such as:

- How many people are living at your home at the time of the Census
- Age, race, sex of each person in the household
- Whether the home is owned or rented
- Whether a person in the household is of Hispanic, Latino or Spanish origin
- The relationship of each person in the household to one central person (usually the person completing the form for the household)

The 2020 U.S. Census will **NEVER** ask you for:

- Your social security number
- Money or donations
- Anything on behalf of a political party
- Your bank or credit card account numbers
- Your citizenship status

U.S. CENSUS INFORMATION



How to participate in the 2020 Census

For the first time, the U.S. Census will be online. Beginning in March 2020, DC households will receive an invitation to participate in the census. Households will have the option of completing the census online, over the phone or by calling the U.S. Census to request that a hard copy be mailed to them. Households that do not complete a census form during the self-response phase will receive a follow up visit from a U.S. Census taker at their address.



When will the 2020 Census begin?

The **“self-response”** phase of the 2020 Census will begin in March of 2020.

Self-response means that each household is responsible for completing their census form either online, over the phone or by hard copy through the mail. The goal is for as many households to complete their census during this phase. In May 2020, households that have not completed the census form will receive a follow up visit from a US Census taker at their home.



WHAT THE US CENSUS WILL SEND IN THE MAIL TO EACH HOUSEHOLD

March 12-20	An invitation to respond online to the 2020 Census
March 16-24	A reminder letter
IF YOU HAVEN'T RESPONDED YET:	
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire
April 20-27	A final reminder postcard before the US Census follows up in person at your residence



U.S. CENSUS INFORMATION



Data Privacy and Confidentiality

The law requires the Census Bureau to keep everyone's information confidential. The Census Bureau is taking strong precautions to keep online responses secure. All data submitted is encrypted to protect personal privacy. By law, your response cannot be used against you by any government agency or court in any way. Your information will not be shared with any enforcement agency at the Federal or local government agency.



- The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.
- US Census will never share a respondent's personal information with other government agencies.
- Results from the census are reported in statistical summary format only.
- Records are confidential for 72 years by law (Title 44, U.S. Code).
- All Census Bureau employees swear a lifetime oath to protect respondent information. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

THE CENSUS MATTERS TO DC



Every ten years, the U.S. Constitution requires that we take a count of America's population. The goal is to count everyone once in the right place.

Uses Of Census Data



The federal government distributes over six billion dollars annually to the District to support vital programs based on census data.



Census data is used to update Ward and ANC boundaries to reflect population growth and movement across the District.



District agencies rely on accurate census data for budgeting, planning and policy decision making across the city.



Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build offices and stores-creating jobs for the community.

You Can Help

RAISE awareness by including census information in community blogs, listserves, social media posts and more.

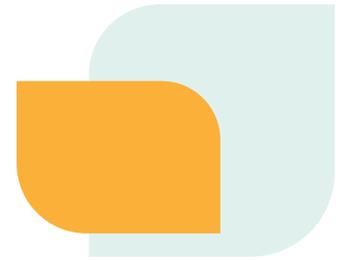
WORK with your civic associations, schools, and faith-based communities to organize through outreach and special events.

ATTEND a census information session to learn ways to engage your community. Invite a member of the DC Census team to speak to your organization.

STAY UPDATED on news, special events and important dates.

The District is committed to getting the highest response rate possible. We are starting the engagement process now and will continue through early 2020 to ensure that all residents understand why the census matters and how to participate in the new online format.

GET READY AND GET INVOLVED



*Are you ready
for the census?*

As a faith leader, you are dedicated to serving the best interests of your community. You know the best ways to reach your congregation and members, hard-to-count populations and key stakeholders. Here are some ways to spread the word about the census to ensure that everyone is counted and your congregation receives all of the support it needs.



Share Information:

- Volunteer to be a **“Faith Census Ambassador”** and educate and mobilize your community
 - Recruit your colleagues and members of your congregation to join you as an ambassador or to volunteer or apply for a job with the Census Bureau
 - Post flyers where your congregation will see them to raise awareness
 - Preach about the importance of being counted in the 2020 Census, connect it back to Scripture and share what is at stake for your community
-
- Include information about the census in all of your regular communication channels, including:
 - **Worship service bulletins**
 - **E-Newsletters**
 - **Congregation-wide announcements**
 - **Social media**

GET READY AND GET INVOLVED

- Write a blog post or op-ed about the importance of the census
- Hold gatherings outside of scheduled worship times to share information, answer questions and discuss the census. Offer child care so that parents can join as children are one of the most undercounted populations
- Provide assistance during the count by helping people access the internet to complete the survey
- Partner with existing census-related programs to spread awareness and provide assistance to historically undercounted communities
- Make your congregation aware that your organization may use census data to determine new locations or programs or to secure faith-based grants
- Follow us on social media @dccensus #GetCountedDC



- Help people understand what to expect, such as the questions that will and will not be asked, sharing information such as:
 - We have a legal and moral responsibility to participate in the census
 - You can ask for help or support to complete the Census
 - Your census response will never be shared with any Federal or local law enforcement agency.
 - DC will never have access to any address specific information.
 - Beginning in March 2020, all households in DC will receive an invitation to respond to the census
 - You can complete the census online, by phone or by mail
 - Language assistance is available in 59 languages.
 - Every single person and child, related and unrelated, living in the household at the time of the census must be included on one form per household.
 - If a person is uncomfortable receiving a follow up visit at their home from a Census taker, then they must complete the form during the self-response phase.
 - The Census Bureau has a legal commitment to keep responses confidential and protect each person's privacy
 - Census information is never used for any enforcement purposes at the Federal or local level.
 - Participating in the census ensure that your family, school and community will have the funding needed to thrive.

GET READY AND GET INVOLVED

Refer to the Faith in Public Life Census Tool Kit for ready made tools, scripture and language you can incorporate into Census Sabbath.

Make the Impact Clear

- The Federal Government distributes over \$6 billion to the District annually to support important programs such as Medicaid, SNAP, housing vouchers and education grants.
- The Federal Government uses census data to allocate hundreds of millions of dollars every year that directly supports DC schools and school-aged children.
- The 2020 Census will impact how many teachers are hired in our local schools and how many nurses and beds are in our local hospitals.
- When people are not counted, our communities are underrepresented in government.
- Every resident in DC has the right to be counted.
- There is power in the numbers for your community.



RESOURCE LIST

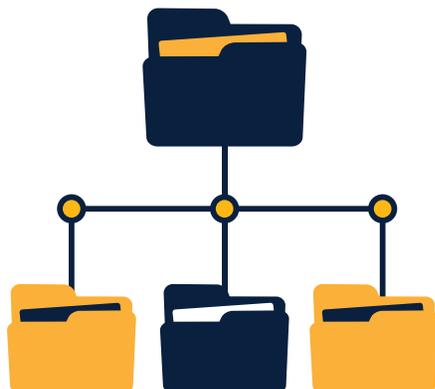


Learn More

Use these resources to get more information about the upcoming census that you can use to spread the word.

DC Census 2020: <https://dccensus2020.dc.gov>

- Learn more about the District's engagement efforts for the US Census
- **Sign up** to get involved
<https://dccensus2020.dc.gov/page/get-involved-2020-census>
- Print and distribute a **flyer** about the census
<https://dccensus2020.dc.gov/page/helpful-links-2020-census>
- Learn more about **counting young children** in the 2020 Census
<https://mayor.dc.gov/sites/default/files/dc/sites/mayoromb/publication/attachments/counting-young-children-in-2020-census.pdf>



Census.gov

- View a **sample questionnaire**
<https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>
- Review **research** about the undercount of young children
<https://www.census.gov/programs-surveys/decennial-census/2020-census/research-testing/undercount-of-young-children.html>
- Explore **resources for teachers and students**
<https://www.census.gov/programs-surveys/sis.html>

2020 Census: <https://2020census.gov/en>

- Explore **census jobs**
<https://2020census.gov/en/jobs>
- Sign up to **stay up-to-date**
<https://2020census.gov/en/how-to-help.html>
- Learn about the **local impact**
<https://2020census.gov/en/community-impact.html>

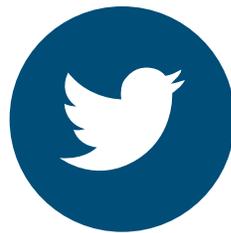
COMMUNICATION TEMPLATES



Church Bulletin Message

The 2020 Census: Our Moral Responsibility

Our shared faith teaches that every person is created with equal dignity by God. That means everyone counts and deserves to be counted. Starting on April 1, we'll have the opportunity to count everyone in our country when the 2020 Census begins. The decennial census plays a key role in distributing funding to communities like ours so we have a moral responsibility to participate, ensure everyone is counted, and secure the resources our community needs to thrive. Learn more about the upcoming Census and spread the word to help shape our community.



Social Media Messages for Promoting Census Sabbath

Facebook

Message 1 - Mark your calendars! Census Sabbath is the weekend of November 8-10th. Census data is used to allocate federal dollars back to DC through entitlement programs such as Medicaid, SNAP, TANF, Housing Vouchers, Title 1 Education Grants, and School Lunch Programs just to name a few. Let's dedicate this weekend to educating ourselves and our communities about the importance of the Census.

Learn more about why the Census matters here:
<https://dccensus2020.dc.gov>.

Visit [@dccensus](#) for more information.
#GetCountedDC

COMMUNICATION TEMPLATES



Instagram

Message 1 - Mark your calendars! Census Sabbath is the weekend of November 8-10th. DC receives over \$3 billion annually to fund important programs such as Medicaid, SNAP, TANF, Housing Vouchers, Title 1 Education Grants, and School Lunch Programs just to name a few. It is our civic duty to ensure an accurate count to best serve our communities. Can we count on you to get counted?

Follow [@dccensus](#) to learn more about why the Census matters.
#GetCountedDC

Twitter

Message 1 - Mark your calendars! Census Sabbath is the weekend of November 8-10th. Let's dedicate this weekend to educating ourselves and our communities about the importance of the Census.

Learn more about why the [@dccensus](#) matters here:
<https://dccensus2020.dc.gov>. **#GetCountedDC**
[Tag @dccensus in the image]

Message 2 - Census Sabbath is happening on November 8-10th! This weekend we urge everyone to talk to your family and friends about the importance of the #2020Census, let's make sure everyone is counted!

Learn more about why the [@dccensus](#) matters here:
<https://dccensus2020.dc.gov>. **#GetCountedDC**

General Social Media Messages for the Faith-Based Community

Facebook

Message 1 - The 2020 Census matters because you matter. It is our civic duty to recognize and acknowledge all people regardless of race, religion, politics, or gender. The 2020 Census is a time to ensure all of our brothers and sisters are seen, heard and accounted for.

Visit <https://dccensus2020.dc.gov> to learn more and become a fan of the [@dccensus](#) page for updates. **#GetCountedDC**

Instagram

Message 1 - We believe that all people, regardless of race, religion, political affiliation, immigration status or gender matter. Your needs matter. Your wants matter. Your voices matter. Participating in the **#2020Census** will ensure better resources, opportunities and funding for everyone in the District.

Follow [@dccensus](#) to learn more about the importance of the Census. **#GetCountedDC**

COMMUNICATION TEMPLATES



Twitter

Message 1 - Did you know an accurate Census count helps secure better funding, safety, and opportunities for our community?

The **#2020Census** matters because you matter.

Learn more about the importance of the [@dccensus](https://dccensus2020.dc.gov) here:

<https://dccensus2020.dc.gov> **#GetCountedDC**

Message 2 - It is our civic duty to recognize and acknowledge all people regardless of race, religion, politics, or gender.

The **#2020Census** is a time to ensure all of our brothers and sisters are seen, heard and accounted for.

Follow [@dccensus](https://twitter.com/dccensus) to learn more. **#GetCountedDC**



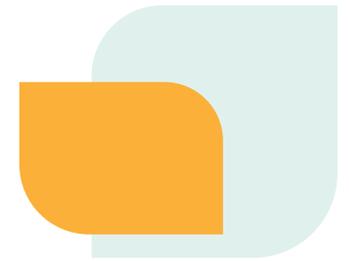
Message 3 - The **#2020Census** will collect information that will help better serve the diverse needs of our communities. Let's work together to ensure an accurate count of all communities!

Visit <https://dccensus2020.dc.gov> to learn more. **#GetCountedDC**

Message 4 - Participating in the **#2020Census** is now easier than ever. You can fill out the Census online as soon as mid-March.

Follow [@dccensus](https://twitter.com/dccensus) for updates on when it's time to **#GetCountedDC**

SOCIAL MEDIA GRAPHICS



Facebook

SAVE THE DATE!
Census Sabbath DC
is November 8-10th.

#GetCountedDC

YOU MATTER. GET COUNTED.

U.S. GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC, MURIEL BOWSER, MAYOR

THE ABCs OF CENSUS 2020

- A. The U.S. Census is much more than just a head count.
- B. It directly impacts political representation, federal dollars, and community growth.
- C. Make your voice heard: #GetCountedDC

#GetCountedDC

YOU MATTER. GET COUNTED.

U.S. GOVERNMENT OF THE DISTRICT OF COLUMBIA
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Instagram

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U.S. GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC, MURIEL BOWSER, MAYOR

[Click here to download graphics](#)

SOCIAL MEDIA GRAPHICS



Instagram

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#GetCountedDC

THE WATER GET COUNTED

DC GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Twitter

SAVE THE DATE

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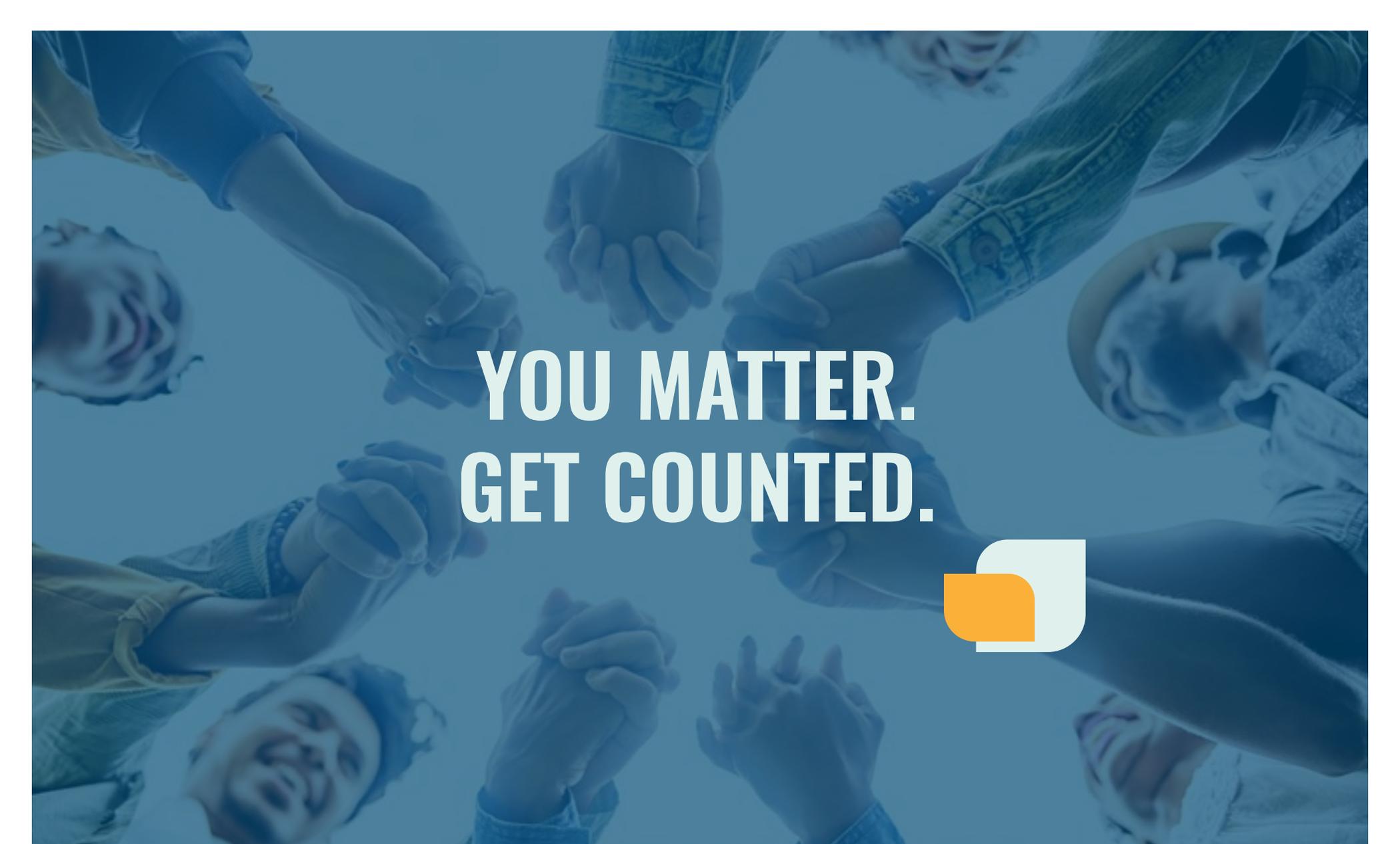
#GetCountedDC

THE WATER GET COUNTED

DC GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

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**YOU MATTER.
GET COUNTED.**



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WE ARE WASHINGTON
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR