



The 2020 Census COMMUNICATIONS TOOLKIT

A toolkit for *iHágase Contar!* partners
to engage stakeholders and community members
in preparation for Census Day 2020

PREPARED BY:

NALEO Educational Fund



TABLE OF CONTENTS



Introduction	1
Background and Messaging	2
Talking Points	
Key Census 2020 Dates	9
Website and Social Media Accounts	10
Website	
Facebook	
Twitter	
Instagram	
Take Action!	11
Post on Social Media	
Send an Email to Community Members and Partners	
Sign our Online Pledge	
Host an Event	
Set Up a Complete Count Committee and Introduce a Resolution	
Tools for Partners	11
Sample Social Media Posts and Campaign Graphics	
Sample Email to Supporters and Community Members	
Complete Count Committee Guide	
Additional Resources	19
A Report of the National Latino Commission on Census 2020	
The Last Chance to Get It Right	
What is the Census? Census 101	
State Based Census 2020 Fact Sheets	
Key Census 2020 Milestones	
Tips From a Reporter	
Faith in Public Life Toolkit	
The Undercount of Latino Children	
Contact Regional NEF Staff	



INTRODUCTION

This document provides ***iHágase Contar!*** (Make Yourself Count!) partners with the tools and resources they need to promote and prepare for a full and accurate count of Latinos and other hard-to-count communities in Census 2020. The assets featured in this toolkit can be utilized to engage community members, stakeholders, media and digital audiences in the lead up to the decennial count of the nation. Partners are encouraged to tailor the suggested language for their target audiences.



BACKGROUND AND TALKING POINTS



Where do things currently stand with the citizenship question and Census 2020?

- As a result of the June 27 U.S. Supreme Court ruling, the Administration has abandoned its plans to add a question on U.S. citizenship to Census 2020.
- The federal district court judges in the New York and Maryland litigation cases have also issued orders which permanently block:
 - the addition of the citizenship question to Census 2020 or any effort to ask about citizenship as part of the decennial enumeration; and
 - any delay in the printing of Census questionnaires after June 30 for the foregoing purpose.
- The Administration issued an Executive Order instructing all federal executive departments and agencies to assist the Department of Commerce with determining the number of citizens and non-citizens in the country, which includes providing the Department access to relevant administrative records.
- Policymakers, advocates and litigators are carefully reviewing the Executive Order and the Administration's statements when issuing it, including assessing whether the President's directive deviates from existing practices in a way that would negatively impact the Latino community.
- We are also developing strategies to combat any potential threats to the U.S. Constitution's standard for apportionment, Latino voting rights, and fair redistricting, which might arise as the Administration moves forward with the Executive Order.

How did the U.S. Supreme Court rule on the citizenship question case?

- In a 5-4 decision, the U.S. Supreme Court temporarily halted the addition of a question on citizenship to the Census 2020 questionnaire.
- In its opinion, the Court found that the addition of the question failed to satisfy the Administrative Procedure Act (APA) requirements because Secretary Ross did not articulate a satisfactory explanation for the decision to add the question. The Court noted that the Administration's supposed VRA enforcement rationale was "more of a distraction," and seemed "contrived."
- The Court sent the case back to the Commerce Department for it to provide a better explanation for the decision to add the question. However, the Court also rejected the claim that the addition of the question violated the Constitution.
- The Administration informed the public and the lower courts that it was exploring several options to add the citizenship question. However, ultimately, in its Executive Order, the Administration indicated that the Court's ruling had made it impossible to add the citizenship question, because of the logistics and timing for carrying out the Census, combined with anticipated litigation delays.

BACKGROUND AND TALKING POINTS (CONT.)



Where did the citizenship question effort originate from?

- On March 26, 2018, Secretary of Commerce Wilbur Ross announced the addition of the citizenship question to the 2020 Census questionnaire, claiming his decision resulted from a request by the Department of Justice (DOJ) to obtain improved data for voting rights enforcement.
- The announcement came just a few days before the deadline for the submission of the questionnaire to Congress for approval as mandated by federal law, after years of planning and preparations by the Census Bureau for a decennial Census that did not include a citizenship question.
- Evidence shows that the origin of the effort to add a citizenship question to the census was a memo drafted by longtime Republican redistricting specialist Dr. Thomas Hofeller.
- In the memo, Dr. Hofeller outlined how the addition of the citizenship question would facilitate the use of Citizen Voting Age Population (CVAP) in redistricting that would benefit ‘Non-Hispanic Whites’ and significantly harm Latino voters.

What must be done by the Bureau to ensure that Census 2020 gets back on track?

- The Bureau must simultaneously complete several complex tasks for Census 2020 to stay on track, including:
 - Making final preparations for self-response (by paper, online or by phone);
 - Launching its partnership and communications plan;
 - Putting its information technology systems in place; and
 - Fully developing its field presence for questionnaire assistance and follow up with residents who do not initially respond to the questionnaire.
- There cannot be any further delays in these activities, and it is particularly critical that Congress ensures that robust FY 2020 funding for Census 2020 be immediately available to the Bureau at the start of that federal fiscal year (October 1, 2019).

When was the last time a question on citizenship was asked of all Americans?

- The Census has never asked about the citizenship of the entire U.S population.
- The last time the Census Bureau did anything similar was in 1950, prior to the enactment of the Voting Rights Act of 1965.
- In the 1950 form sent to every household in the nation, the Bureau asked for the citizenship status of foreign-born residents, a small subset of the population.

BACKGROUND AND TALKING POINTS (CONT.)



Is a question on citizenship needed in Census 2020 in order to enforce voting rights?

SOURCE: [Joint AAJC/NEF Fact Sheet](#)

- Data from the American Community Survey, and the census “long” form before that, have been sufficiently robust for voting rights enforcement purposes for decades.
- Misleading statements about the ACS providing less accurate data on citizenship voting age population data are simply false.
- Since the passage of the Voting Rights Act (VRA) in 1965, the Department of Justice (DOJ) has successfully and effectively enforced the VRA utilizing estimates of citizenship voting age population data provided by the Census Bureau.
- The DOJ has neither lost nor failed to prosecute a case because it only had estimated data on the number of citizens in a particular district or jurisdiction.
- Over the last 50 years, the DOJ has never asserted a need for data collected from every household for the purpose of enforcing the Voting Rights Act of 1965, until its request in December 2017.
- The DOJ did not indicate a need for this information before the Secretary of Commerce submitted to Congress, in late March 2017, the topics to be included in the 2020 Census.

Will the information Latinos provide in Census 2020 be confidential?

- Title 13 provides strong confidentiality protections and safeguards against disclosure and misuse of census data.
- Under Title 13 of the U.S. Code:
 - Census data can only be used for statistical purposes. Personal information cannot be used against respondents in court or by a government agency.
 - Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).
 - Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
 - Sworn staff are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.
- Policymakers and advocates are working to ensure full compliance by the Administration, the U.S. Department of Commerce, and the U.S. Census Bureau with these critical protections.
- The U.S. Census Bureau’s fact sheet on Census 2020 and Title 13 confidentiality can be downloaded [here](#).

BACKGROUND AND TALKING POINTS (CONT.)



How will NALEO Educational Fund combat concerns or misinformation efforts regarding ICE agents at their doors during the enumeration period?

- The U.S. Census Bureau will conduct Non-Response Follow Up to households that do not self-respond to the Census. This means an enumerator may call or visit households that do not complete their census questionnaire.
- The best way for community members to avoid the Census Bureau contacting them, in person or by telephone, is to self-respond.
- If one, or more, questions on the census questionnaire is left blank, the U.S. Census Bureau says this increases the likelihood it will attempt to collect the missing information through some direct contact.
- More information is needed from the Bureau about Non-Response-Follow-Up operations before definitive guidance can be provided to the community on this. Once we have these details, we will work to educate the community about this process.
- In the lead up the 2010 census, our national bilingual hotline 1-877-EL-CENSO served a trusted resource for the community.
- Hotline operators were able to describe the Census Bureau enumerator badge and enumeration procedures to callers.
- In addition, we worked with media partners to educate the public about what an enumerator would be wearing and a list of questions that would and would not be asked.
- A rapid response plan was also put in place to address reports of any potential impersonators.
- We hope to replicate these efforts in 2020 once we have additional information and clarity from the Bureau. For now, we are advising community members that the best way for them to avoid the Bureau knocking on their doors is to self-respond.

What made the citizenship question case so important for Latinos?

- No other issue before the courts would have had more direct consequences for the nation's Latinos than the one regarding the 2020 Census.
- The citizenship question raised concerns in all households – native- and foreign-born- about the confidentiality of information provided to the government and how it will be used.
- Census officials estimate that 6.5 million residents would not have responded to the questionnaire with a citizenship question, and lower response rates would have driven up the cost of the Census by increasing expenses for non-response follow up operations.
- In a survey conducted by NALEO Educational Fund, 78 percent of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.

BACKGROUND AND TALKING POINTS (CONT.)



What made the citizenship question case so important for Latinos? (cont.)

- The 2020 Census will be the second in the nation's history in which Latinos make up the nation's second largest population group. If the Census Bureau was to undercount 18 percent of the U.S. population, the Census will have failed.
- Ultimately, adding the question would have sabotaged the Constitutional mandate that the Census obtain a complete count of all of our nation's residents and would have increased the cost of the Census.

What is the Census and why is it important?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place primarily from March through July of 2020 (with the first enumeration beginning in remote areas of Alaska in January).
- Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.
- Top 10 Census Guided Federal Programs:
 - Medicaid
 - Federal Direct Student Loans
 - Supplemental Nutritional Assistance Program
 - Medicare Supplemental Medical Insurance (Part B)
 - Highway Planning and Construction
 - Federal Pell Grant Program
 - Section 8 Housing Choice Vouchers
 - Temporary Assistance for Needy Families
 - Very Low to Moderate Income Housing Loans
 - Title 1 Grants to Local Education Agencies
- We only get one chance every 10 years at achieving an accurate count – these data will inform important policy decisions and determine federal funding allocations for a decade.

BACKGROUND AND TALKING POINTS (CONT.)



What other kinds of challenges may thwart a full count of Latinos in Census 2020?

- Beyond the problems created by the Administration's efforts, there remain several other ongoing challenges facing Census 2020 and the Latino community:
 - Lack of full Latino access to the online response option, and lack of information about the full range of options for Census response;
 - Cyber-security and misinformation threats;
 - Obstacles facing the swift hiring of staff with the linguistic skills and cultural competency for Census outreach, including the Bureau's failure to clarify that work-authorized non-citizens are eligible for these positions; and
 - Barriers to obtaining a full count of very young Latino children (ages 0-4), one of the most undercounted groups in the decennial Census.
- The Census Bureau can address many of these challenges by actively engaging community organizations and other "trusted messengers" to rebuild confidence and mobilize residents in hard-to-count communities to participate in Census 2020.
- *iHágase Contar!* partners will play a critical role in educating the Latino community about these challenges and helping to rebuild the trust that has been eroded between the American public and the Census Bureau.

What is the *iHágase Contar!* campaign?

- The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.
- The *iHazme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- The *iHazme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.
- The *iHazme Contar!* campaign will feature a number of resources, including :
 - Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
 - Template resolutions for school boards; and
 - Earned media opportunities and digital media efforts.
 - To learn more visit hagasecontar.org/hazmecontar
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.

BACKGROUND AND TALKING POINTS (CONT.)



What is the *iHágase Contar!* campaign (cont.)?

- Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners and stakeholders with a number of resources, including:
 - “Train-the-trainer” workshop opportunities;
 - State of the Census 2020 briefings;
 - Campaign material and promotional information;
 - Public awareness events and informational panels;
 - National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676), which is operated Monday-Friday from 8:30 a.m. 8:30 p.m. ET; and
 - Website: www.hagasecontar.org.

KEY CENSUS 2020 DATES



2019

January – September 2019:

U.S. Census Bureau will open 248 area Census offices.

June 2019:

U.S. Supreme Court rules to temporarily halt the citizenship question; sends case down to lower courts

June – August 2019:

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates
(preliminary results expected in October).

September 2019 and On:

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020:

The first enumeration begins in remote areas of Alaska, before the spring thaw.

March – April 2020:

Self Response phase of Census 2020
(internet, mail, and phone; four waves of staggered mail).

April 1, 2020:

National Census Day

May – July 2020:

Primary non-response follow-up operation
(to households that did not self-respond).

WEBSITE AND SOCIAL MEDIA ACCOUNTS



All partners are encouraged to use the official Census campaign hashtag **-#HagaseContar-** across their social media accounts.

NALEO Educational Fund will track tweets and Instagram photos using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive.

A selection of sample social media posts partners can utilize is available in the resources section of this toolkit.

WEBSITE

www.hagasecontar.org

At www.hagasecontar.org, partners and organizations will be able to access an array of tools and resources in English and Spanish, including fact sheets, communications and promotional materials, and a calendar of events taking place around the country.

An online pledge form where individuals can commit to participating in Census 2020 is also available at www.naleo.org/censuspledge.

FACEBOOK

@NALEO.org

www.facebook.com/naleo.org

The NALEO Educational Fund Facebook page engages users by making them aware of timely Census developments and news. Make sure to promote this page, ask your supporters to join, and share your posts and Facebook live events.

TWITTER

@NALEO

www.twitter.com/naleo

The NALEO Educational Fund Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, elevating partner events, and more. We also engage individual users about the importance of Census 2020.

INSTAGRAM

@NALEOEdFund

www.instagram.com/naleoedfund

NALEO Educational Fund will share photos of people, organizations and elected officials who participate in the campaign using the **#HagaseContar** hashtag in their Instagram posts.

TAKE ACTION!



Partners can:

- Post or Tweet about the importance of Census 2020 using the **#HagaseContar** hashtag and our graphic.
- Participate in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by posting a photo holding up our [sign](#).
- Send an E-blast to partners and community members about Census 2020.
- Sign our [online Census pledge form](#) and share with your networks.
- Host an event in your state or region to promote Census 2020:
 - Press Conference or Briefing;
 - Census Informational Event for Community Members;
 - Census Roundtable with Stakeholders and Elected Officials; and
- Partner with a *iHágase Contar!* Campaign [Regional Staff Lead](#).

Elected officials can also do their part by drawing attention to the critical role Census data play in our communities by taking the following actions:

- Set up a Complete Count Committee in your local community.
- Introduce a resolution in support of an accurate count in Census 2020.
- Champion a resolution in opposition to the citizenship question on the Census 2020 Questionnaire.

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS



We encourage you to post or tweet about the importance of Census 2020.

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

TWITTER: @NALEO

FACEBOOK: www.facebook.com/naleo.org

INSTAGRAM: @naleoedfund

OFFICIAL CAMPAIGN HASHTAG: #HagaseContar

Social Media Campaign Graphics:



DOWNLOAD GRAPHIC 1



DOWNLOAD GRAPHIC 2



DOWNLOAD GRAPHIC 3

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



Sample Language:

Join @NALEO and our #HagaseContar partners as we prepare the Latino community for Census 2020.

We only have one shot at getting a full count of Latinos!

Take the pledge to get counted at <https://bit.ly/2UyIDIF> or text CENSUS to 97779.

[INSERT GRAPHIC]

Census data will be used to distribute \$800+ billion annually in federal programs incl. health, education and housing.

👉 Pledge to join the count! <https://bit.ly/2UyIDIF>

📱 Text CENSUS to 97779. #HagaseContar [INSERT GRAPHIC]

Census 2020 is less than one year away!

Census data will affect your voice in Congress and shape the future of your community for the next 10 years!

Take the pledge 👉 to get counted: <https://bit.ly/2UyIDIF> or text 📱 “CENSUS” to 97779.

#HagaseContar [INSERT GRAPHIC]

Census 2020 is an opportunity to capture a full portrait of the Latino community and nation.

An inaccurate count of Latinos would result in a failed Census.

Do YOUR part to get counted at <https://bit.ly/2UyIDIF> or text “CENSUS” to 97779.

#HagaseContar

DYK the Census is mandated by the U.S. Constitution? Every 10 years, every single person in the U.S. must be counted!

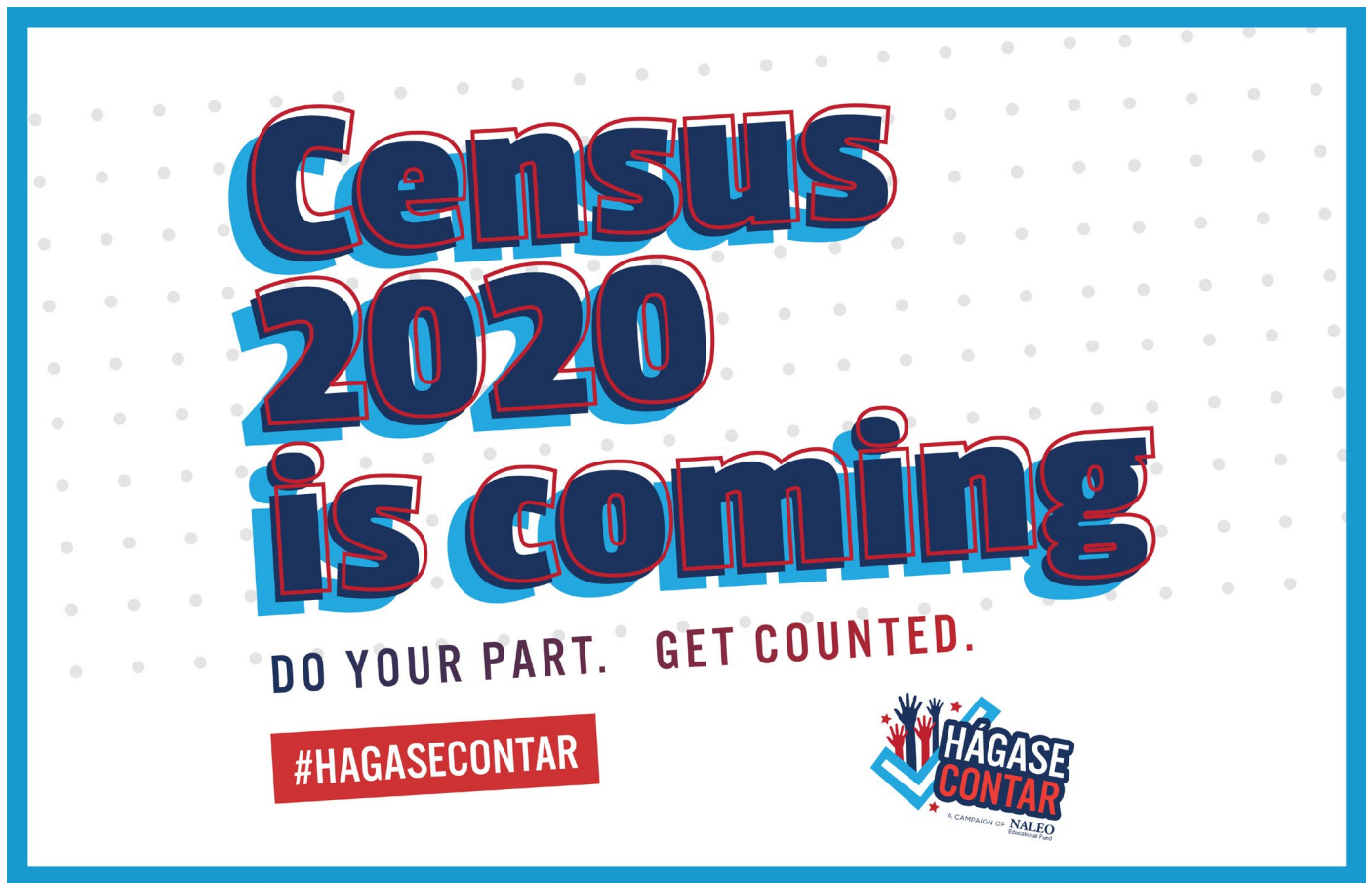
Census data is used to apportion Congressional seats and help draw district lines in all levels of gov’t.

Learn more at 📱 www.hagasecontar.org. #HagaseContar

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



General Campaign Poster:



SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



You can also take action by participating in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by doing the following:

1

Print our National Census Day of Action “I pledge to get counted in Census 2020 because” sign.

2

Write in your personal response.

3

Upload a photo of you holding the sign using our hashtag **#HagaseContar**.

I pledge to get counted in
Census 2020 because



#HAGASECONTAR

SAMPLE EMAIL TO SUPPORTERS AND COMMUNITY MEMBERS



Suggested Subject Lines:

- Make Census 2020 Count
- Pledge to Make Census 2020 a Success – Sign Our Pledge Today

Sample Content:

Dear [ORGANIZATION NAME] Supporter,

We are excited to join nationwide efforts to educate the Latino community about the importance of participating in Census 2020.

The U.S. Constitution requires that every person living in the United States is counted every 10 years.

The next census will take place from March to July of 2020.

Census data are the cornerstone to our democracy – these data determine:

- Apportionment of seats in the U.S. House of Representatives;
- How district lines are drawn at all levels of government; and
- The allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

You can help us make Census 2020 a success by getting involved:

- Sign our [online pledge](#) and commit to getting yourself counted;
- Share a photo of yourself with our campaign sign on social media;
- Tweet and post about the importance of Census 2020 using **#HagaseContar**; and
- Join us at our event on... [INSERT DETAILS].

We are excited to be able to join hundreds of groups across the country for this important day of action. Thanks so much for your support!

Sincerely,

[NAME, ORGANIZATION NAME]

SAMPLE PRESS RELEASE



Headline:

[ORGANIZATION NAME] Joins *iHágase Contar!* Campaign Partners Across Country and Commits to Encourage a Full and Accurate Census Count

Subheadline:

Organization will work to educate community members and stakeholders about the importance of participating in Census 2020

Body:

The [ORGANIZATION NAME] today announced that it will join *iHágase Contar!* (Make Yourself Count) Campaign partner organizations across the country on national effort to ensure every person is counted in 2020 Census.

The goal of this campaign is to educate the Latino community about the importance of participating in Census 2020. With Latinos now the nation's second largest population group and one out of every six Americans, full and accurate data about the Latino community are critical for our country's economic, social and civic well-being.

[INSERT QUOTE]

Census data are crucial for our representative democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government. These data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

Several challenges pose a threat to a full and accurate count of Latinos in Census 2020, including rebuilding the trust that has eroded over the Administration's request for the addition of an citizenship question, a climate of fear and distrust in the government, a lack of adequate funding for the Census Bureau, and a shift to the internet self-response option.

Supporters can sign the online pledge to participate in Census 2020 at www.naleo.org/censuspledge and follow our 2020 Census efforts through social media by searching **#HagaseContar**.

Led by NALEO Educational Fund, the *iHágase Contar!* Campaign is a nationwide effort to achieve a full and accurate count of Latinos in Census 2020. Additional information is available at www.hagasecontar.org.

###

[INSERT ORGANIZATION BOILERPLATE LANGUAGE]

COMPLETE COUNT COMMITTEE GUIDE



What is a Complete Count Committee (CCC)?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to coordinate available resources to increase awareness about the Census and motivate residents to respond to the census questionnaire.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

How Can I Develop a Complete Count Committee (CCC)?

As an elected official, you can call for your jurisdiction's governing body to create a CCC by introducing a resolution.

You can help convene stakeholders, identify members and chairpersons, and reach out to community organizations and partners who can work together to create a comprehensive outreach strategy.

Read more about starting your own CCC in your local community by checking out our "how to" guide [here](#).

Complete Count Committee Guide for Elected Officials

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to increase awareness about the Census and motivate residents to respond to the census questionnaire.

CCC's will play a key role in ensuring the 2020 Census counts everyone. Residents are more likely to take part in the census count if they learn and understand the importance of it and the process for getting counted.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

Why are Complete Count Committees important?

COOPERATION

By acting as census ambassadors and community liaisons, CCC's facilitate information flow between local government, communities, and the U.S. Census Bureau (Bureau). They play an important role in the complete and accurate count of their communities.

DEEP COMMUNITY KNOWLEDGE

Community leaders know how best to reach all populations in their area. The committees can also mobilize community resources in a highly efficient and cost-effective manner. The success of the 2020 census depends on community involvement at every level, and CCC's will be a vital tool.

THE IMPACT OF TRUST

Elected officials and community leaders can effectively target outreach to historically undercounted communities—including immigrants, very young children (ages 0-5), low-income and communities of color—and achieve gains in the areas most crucial to achieving an accurate census.

Census Suggested Timeline For Elected Officials:

- Complete Count Committee (CCC) through a resolution or administrative action
- Structure of the CCC (e.g. chairperson, committee members, subcommittees)
- Relationships with regional Bureau staff
- Update on the status of the Local Update of Census Addresses Operation (LUCA)
- Training from the Bureau on their Response Outreach Area Mapper (ROAM)
- Inter-agency or interdepartmental working group within your jurisdiction which
- Capacity of your jurisdiction to establish 2020 Census Community Information
- Centers at trusted locations with computers and Internet access
- "Hard-to-count" (HTC) census tracts and other potential barriers to ensuring a full
- Count or particularly prevalent to your community; prioritize strategies to count HTC
- Tracts and to overcome any roadblocks
- With the NALEO Educational Fund's HAGASE CONTAR Campaign
- With local government jurisdictions (school districts, city councils, county and state
- And) to appropriate funding and resources for outreach and promotion of a full
- Count in your community
- 2020 Census training for CCC
- 2020 Census stakeholder informational coverings
- 2020 Census awareness
- Work plan with outreach strategies for your region
- Promoting 2020 Census awareness
- Site information on the 2020 Census (e.g. importance of the census, key dates, steps
- Out census form)
- Close coordination with the Bureau to open Area Census Offices and establish 2020
- Community Information and Assistance Centers
- Disseminating information on the 2020 Census
- Report the 2020 Census
- All partners and stakeholders to help Get Out The Count (GOTC)
- Get your communities to self-respond
- Get specific GOTC activities such as:
- March 2020 - Amplify the Bureau's 2020 Census advertising campaign, and promote
- The HAGASE CONTAR Campaign's GOTC efforts, which will include phone, text,
- Door, and social media canvassing
- March 23, 2020 - Participate in "National Census Week of Action" activities
- March 23, 2020 - Organize "Census Week" Regional Community Forums
- March 29, 2020 - Promote March 29, 2020 as "Census Sunday" and establish
- Census Community Information and Assistance Centers at churches on this day
- Ch - April 1 - Encourage self-responses via internet, phone, or paper form
- 2020 - Census Day - Census Day community and media events
- April - July - Census Bureau follow-up and enumerator visits to nonresponsive
- Holds

GET YOUR COMPLETE COUNT COMMITTEE STARTED NOW!

www.NALEO.org/Census2020

ADDITIONAL RESOURCES



Administration Abandons Plans to Add Citizenship Question to Census 2020, Following U.S. Supreme Court Decision

Prepared By: NALEO Educational Fund

<https://bit.ly/2K3OnIn>

The Last Chance to Get It Right: Implications of the 2018 Test of the Census for Latinos and the General Public

Prepared By: Kevin A. Escudero, Marisol Becerra and Gabriela Domenzain

<https://bit.ly/2CmF9kN>

What is the Census? Census 101

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

¿Que es el Censo? Introducción al Censo

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

Census 2020 – State Fact Sheets

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhsdwQ>

Key Census 2020 Milestones

Prepared By: Funders’ Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I’ve (Almost) Made So You Don’t Have To

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2TO5rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2Cw47OR>

The Invisible Ones: How Latino Children Are Left Out of Our Nation’s Census Count

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

***iHágase Contar!* Campaign Regional Staff Leads**

Prepared By: NALEO Educational Fund

<https://bit.ly/2Jn5DpT>