

# 2020 CENSUS TOOLKIT

## COMMUNITY ACTION COUNTS

We **CARE** about the  
entire community



We **COUNT** the  
entire community



# THE PROMISE OF COMMUNITY ACTION

Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community, and are dedicated to helping people help themselves and each other.



# COMMUNITY ACTION COUNTS CHECKLIST

Use this checklist as you work your way through the toolkit.

When you finish, you will have all the knowledge and tools necessary to make sure your community counts in the 2020 Census.

|   |  |           |
|---|--|-----------|
|    | <b>LEARN THE BASICS.....</b>           | <b>4</b>  |
|   | <b>BECOME A CENSUS AMBASSADOR.....</b> | <b>8</b>  |
|  | <b>GET CONNECTED.....</b>              | <b>14</b> |
|  | <b>GET OUT THE COUNT.....</b>          | <b>18</b> |
|  | <b>FILL OUT THE CENSUS.....</b>        | <b>31</b> |

## STEP 1

# LEARN THE BASICS

**First, it is important to learn what the  
Census is and why the Census is  
important.**



### **Pro Tip**

Check out our Census Basics eCourse through  
Community Action Academy at  
[www.moodle.communityactionpartnership.com](http://www.moodle.communityactionpartnership.com)



# ABOUT THE CENSUS

## Required by Constitution

The Decennial Census is a fundamental part of our democracy. Each decade, the Census Bureau counts every person living in the United States on April 1st.

## Everyone Counts

The Constitution is explicit that everyone living in the US is to be counted: this includes citizens, undocumented persons, children, diplomats, asylum seekers, foreign exchange students and more.

## 10 Questions

The Census requests information on:

|        |                  |
|--------|------------------|
| Name   | Hispanic Origin  |
| Age    | Phone Number     |
| Gender | Household Makeup |
| Race   | Own or rent?     |

## Census Day April 1st

You can fill out the Census anytime between

**March 12 - July 31**

You fill out the form based on what your household looks like on April 1st, 2020.

**You can take the Census...**



ONLINE



PHONE



PAPER

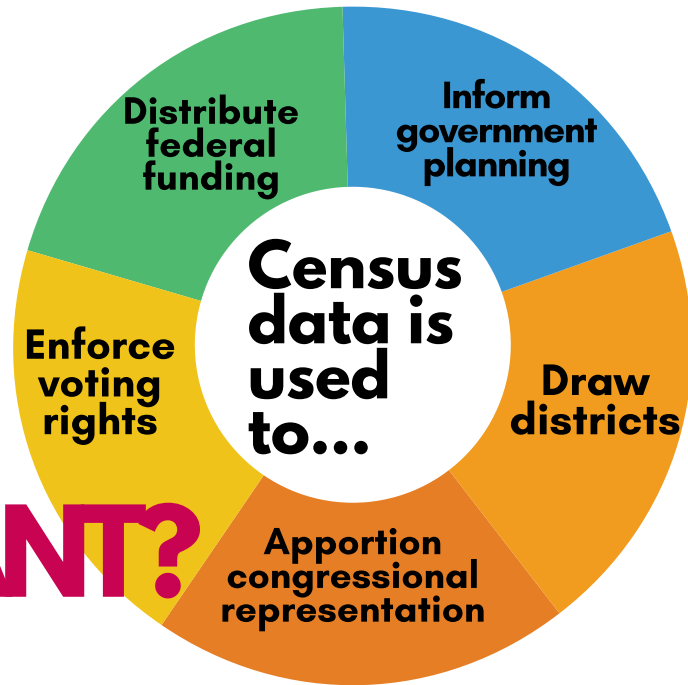


IN PERSON



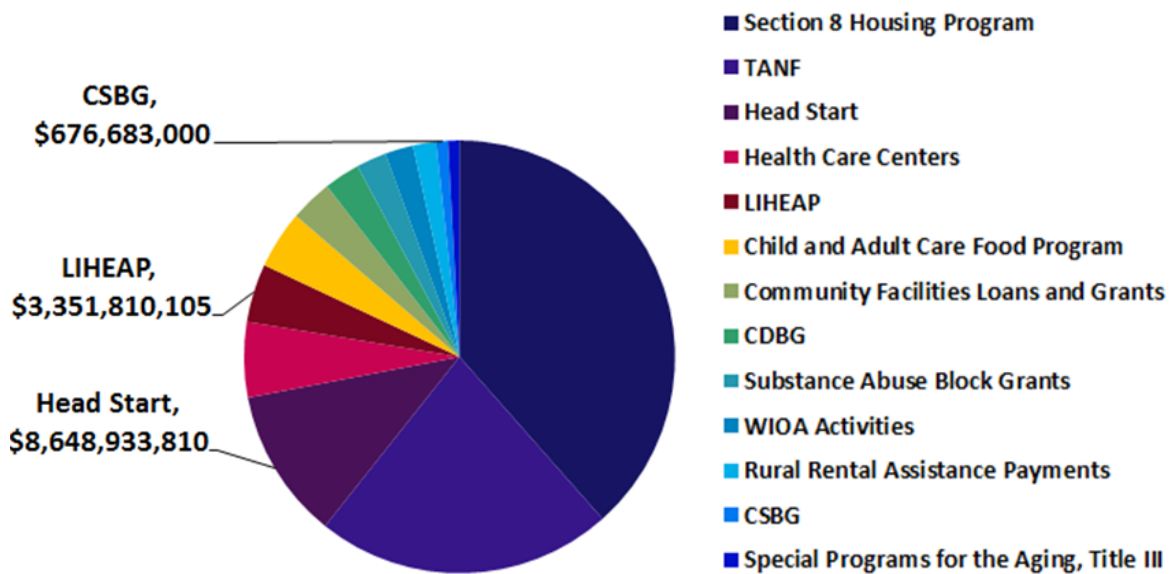
[www.my2020census.gov](http://www.my2020census.gov)

# WHY IS THE CENSUS IMPORTANT?



The 15 federal programs most used by Community Action rely on Census data to distribute **\$77 billion of \$864 billion** total federal program spending.

## Census Data Drives Dollars!



# CENSUS TIMELINE

Deliver redistricting  
summaries to all  
states

**March 31**

2021

Deliver  
apportionment  
counts to the  
President

**December 31**

**LAST CHANCE!**

Census ends at the  
end of the month

**July**

Non-response  
Followup  
begins

**May**

Enumerators may  
stop by households  
that have not yet  
filled out the form or  
to double check  
information.

**Census Day**

**April 1st**

This involves  
delivering forms to  
residences that do  
not receive physical  
mail or do not have  
a verified  
address.

Update Leave  
begins

**March**

Internet Self-  
Response  
begins

**March**

This includes  
counting people in  
homeless shelters,  
college campuses,  
nursing homes, and  
other group living  
locations.

Group  
Quarters  
Operation  
begins

**February**

Begin  
enumeration  
in remote  
Alaska

**January**

2020

## STEP 2

# BECOME A CENSUS AMBASSADOR

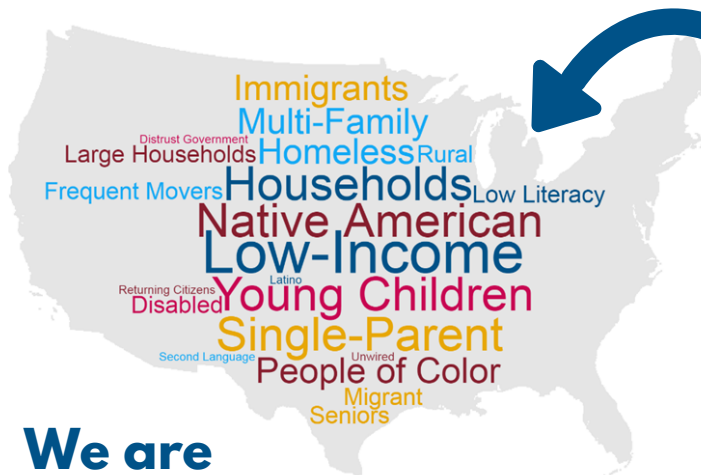
**Second, it is important that you understand the challenges of Census outreach, know how to talk about the Census, and can answer commonly asked questions.**



### **Pro Tip**

Use our Census Orientation slide decks to educate your staff and board members at the next meeting! Find on our resources page at [www.communityactionpartnership.com/Census-2020](http://www.communityactionpartnership.com/Census-2020)

# UNDER COUNTED COMMUNITIES



**Why Community Action?**

The most under counted communities overlap with Community Action Customers.

**We are TRUSTED MESSENGERS of Census information.**

"The Census is SAFE, EASY, and IMPORTANT."

# IS THE CENSUS SAFE?

# IS THE CENSUS SECURE?



The Census Bureau takes privacy very seriously.



There will be **NO CITIZENSHIP QUESTION**



Information collected can only be used for statistics.

## PROTECTIONS IN PLACE:

- 1** All Census employees **swear an oath**. If they break that oath, they can be fined up to \$250,000 and be jailed up to 5 years.
- 2** The Census Bureau is **barred by law** from giving out any private information they collect - including sharing with other government agencies.
- 3** All forms that are filled out in 2020 will be kept entirely **private for 72 years**. By 2092, that public data will no longer be able to affect you.

# SAMPLE

You can find a copy of the paper Census form in English and Spanish at [www.census.gov](http://www.census.gov)

The form can also be filled out online at [www.my2020census.gov](http://www.my2020census.gov)

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home —** Mark  ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.  
Telephone Number  
 -  -

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below.**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes.  
Month  Day  Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

**9. What is Person 1's race?**  
Mark  one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc.
- Chinese  Vietnamese  Native Hawaiian
- Filipino  Korean  Samoan
- Asian Indian  Japanese  Chamorro
- Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.
- Some other race — Print race or origin.

**The form asks that you complete questions 5-9 for each person in the household and describe the relation to Person 1 (relative, roommate, etc.)**



# CENSUS HOTLINES

Starting in March, the Census will have the following hotlines open so people can fill out the Census over the phone. There will be LIVE Census employees available to assist.

**English** 844-330-2020

**Spanish** 844-468-2020

**Chinese (Mandarin)** 844-391-2020

**Chinese (Cantonese)** 844-398-2020

**Vietnamese** 844-461-2020

**Korean** 844-392-2020

**Russian** 844-417-2020

**Arabic** 844-416-2020

**Tagalog** 844-478-2020

**Polish** 844-479-2020

**French** 844-494-2020

**Haitian Creole** 844-477-2020

**Portuguese** 844-474-2020

**Japanese** 844-460-2020

**English (Puerto Rico residents)** 844-418-2020

**Spanish (Puerto Rico residents)** 844-426-2020

**Telephone Display Device (TDD)** 844-467-2020 text



# COMMON QUESTIONS



## Why is the Census important?

The Census helps the community get its fair share of federal and state resources, especially for children, such as LIHEAP, Head Start, WIC, etc. For every person not counted, it is estimated our communities could lose an average of \$2,000 per person of funding for **each of the next ten years**.

## Is it safe for me to provide my information?

Yes. Under the law, Census data can only be used for statistical purposes, in aggregate, which means no personal information is used. Personal Census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status). Census Bureau staff who have access to personal information are sworn for life to protect confidentiality, and can be jailed for up to 5 years and fined \$250,000 if they break that oath.

## What if a customer has accessibility issues?

Census forms can be filled out online, on paper, or over the phone. The Census has dedicated staff members to assist people who have language or disability barriers. Your local Census Partnership Specialist or Complete Count Committee will have more resources to help you guide customers.

## Do I participate if I am not a citizen?

Yes, the US Constitution says that the Census should count every person, whether citizen or not. Federal money and creation of districts are both based on total size of population, not just citizens. There are a number of safeguards in place to protect the privacy of data shared, and there is **NO citizenship question** on the Census.

## Do they come to my house?

If you do not complete the form by the end of April, a Census employee will visit your home to conduct the Census. They will stay outside your home. Before that, you will get a letter in the mail with instructions on how and when to complete the Census. Completing the Census before May does not mean a Census employee won't come to your home for verification or other Census surveys, although it does make it less likely.

## Can I help someone fill out their Census form?

Yes. As a CAA staff member, you **CAN** help a customer get online and **pull up** the proper form. You can sit with a customer and read the form over with them prior to their completing it. You **CANNOT** fill out the form for them. **There are** privacy concerns that prohibit you from doing so. You **CAN** help them call the Census hotline and fill out the form over the phone, or you can arrange for a Census Bureau staff member to help them in person.

# STEP 3

# GET CONNECTED

**You don't have to do this alone! There are local and nationwide initiatives you can connect with to support your efforts.**



## **Pro Tip**

Think outside the box! Restaurants, bars, county fairs, churches, etc. can be great points of contact for outreach.

# COMPLETE COUNT COMMITTEES



## LOCAL KNOWLEDGE FOR LOCAL OUTREACH

Every community is different. CCCs can tap into local resources that can bolster your outreach strategy.

## COORDINATE EFFORTS ACROSS SECTORS

Anyone can be part of a CCC! Think creatively about how cross-sector partnerships with businesses, local government, tribes, and other stakeholders can benefit your outreach strategy.

## JOIN A LOCAL CCC!

Go to [www.census.gov](http://www.census.gov) to find a CCC in your area. Don't have one? Create one! The Census is committed to helping you ensure a complete count in your community.

## JOIN THE COMMUNITY ACTION COMPLETE COUNT COMMITTEE!

**Each agency should also nominate 1 person to be their Census Ambassador.**

The CACCC is an information and resource hub for all things Census. Members are provided with the latest Census updates, new resources and materials, and technical support from Partnership staff. CACCC meetings are the perfect place for asking questions, sharing ideas, and networking with other Community Action agencies. Join at [www.communityactionpartnership.com/Census-2020](http://www.communityactionpartnership.com/Census-2020)

# CENSUS COUNTS PARTNERS



## SHARED RESOURCE EXCHANGE

Community Action Partnership has partnered with the Census Counts Coalition to coordinate national efforts. Our resource hub includes Census materials that can be used to engage under counted communities in your area. Please use the materials freely. Find them at

[www.CensusCounts.org](http://www.CensusCounts.org)

# PARTNERSHIP STAFF

If you have questions or need further assistance, please contact someone on our Census Team. We're here to help!

**Lindsay Marsh**

[lmarshe@communityactionpartnership.com](mailto:lmarshe@communityactionpartnership.com)

**Lauren Martin**

[lmartin@communityactionpartnership.com](mailto:lmartin@communityactionpartnership.com)

**Lindley Dupree**

[ldupree@communityactionpartnership.com](mailto:ldupree@communityactionpartnership.com)

**Center For Community Futures**  
*Subject Matter Experts*

**Jim Masters**

[jmasters@cencomfut.com](mailto:jmasters@cencomfut.com)

**Allen Stansbury**

[allen@stansbury.net](mailto:allen@stansbury.net)



## STEP 4

# GET OUT THE COUNT

**Now that you have the knowledge and support, it is time to do the work. Use the materials here to engage your community and Get Out the Count!**



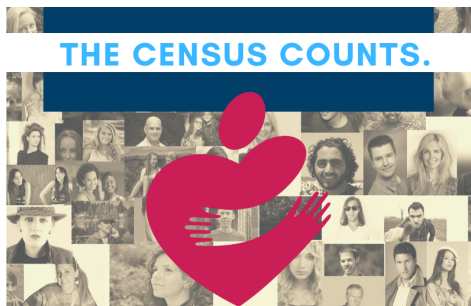
### **Pro Tip**

Pre-schedule social media posts for a hassle-free campaign!

# SOCIAL MEDIA TEMPLATES



Mix & Match photos and captions!



THE CENSUS COUNTS.

#countmein

COMMUNITY ACTION WILL ENSURE THE ENTIRE COMMUNITY COUNTS IN CENSUS 2020.

Don't forget to count your kids!  
#CountMeIn  
[www.my2020census.gov](http://www.my2020census.gov)



Ask me about  
the Census

#communityactioncounts

April 1st is Census Day! Fill out  
the Census at  
[www.my2020census.gov](http://www.my2020census.gov)



CENSUS DAY OF ACTION

For a fair and  
accurate count

#CommunityActionCounts #CountMeIn

The Census is SAFE, EASY,  
and IMPORTANT #CountMeIn  
[www.my2020census.gov](http://www.my2020census.gov)

#CENSUS2020

Community  
Action  
Counts

WE CARE ABOUT THE ENTIRE COMMUNITY  
WE COUNT THE ENTIRE COMMUNITY



Census drives dollars for  
community programs. Fill out  
the Census this year  
#CountMeIn  
[www.my2020census.gov](http://www.my2020census.gov)



# SOCIAL MEDIA TEMPLATES



Mix & Match photos and captions!



¿Quieres más fondos para tu comunidad? Complete el censo en [www.my2020census.gov](http://www.my2020census.gov)



Want more funding for your community? Fill out the Census at [www.my2020census.gov](http://www.my2020census.gov)



At Community Action, we care about the entire community, so we count the entire community #CountMeIn [www.my2020census.gov](http://www.my2020census.gov)



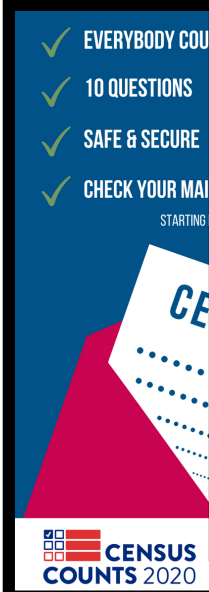
Create a better future for your children Fill out the 2020 Census #CountMeIn [www.my2020census.gov](http://www.my2020census.gov)



# HANDOUT KIT


## Census Flyer

## Census Basics



EVERYBODY COUNTS  
10 QUESTIONS  
SAFE & SECURE  
CHECK YOUR MAIL STARTING

**CENSUS COUNTS 2020**



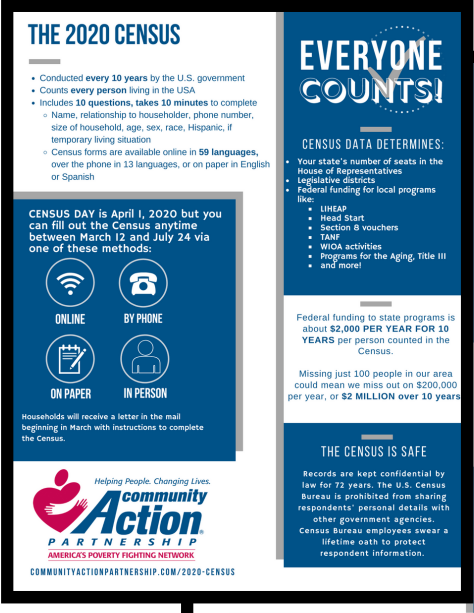
TODOS CUENTAN  
10 PREGUNTAS  
SEGURO Y A SALVO  
REVISAS SU CORREO

**¡Cuenta Conmigo!**  
CENSUS 2020  
#communityactioncounts

A PARTIR DEL 12 DE MARZO DEL 2020

**EL CENSO 2020**

**CENSUS COUNTS 2020**



THE 2020 CENSUS

- Conducted every 10 years by the U.S. government
- Counts every person living in the USA
- Includes 10 questions, takes 10 minutes to complete
- Name, relationship to householder, phone number, size of household, age, sex, race, Hispanic, if temporary living situation
- Census forms are available online in 59 languages, over the phone in 13 languages, or on paper in English or Spanish

CENSUS DAY is April 1, 2020 but you can fill out the Census anytime between March 12 and July 24 via one of these methods:

- ONLINE
- BY PHONE
- ON PAPER
- IN PERSON

Households will receive a letter in the mail beginning in March with instructions to complete the Census.

**EVERYONE COUNTS!**

CENSUS DATA DETERMINES:

- Your state's number of seats in the House of Representatives
- Legislative districts
- Federal funding for local programs like:
  - LIHEAP
  - Head Start
  - Section 8 vouchers
  - TANF
  - WIC/A activities
  - Programs for the Aging, Title III and more!

Federal funding to state programs is about \$2,000 PER YEAR FOR 10 YEARS per person counted in the Census.

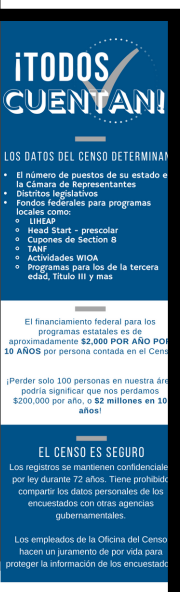
Missing just 100 people in our area could mean we miss out on \$200,000 per year, or \$2 MILLION over 10 years!

THE CENSUS IS SAFE

Records are kept confidential by law for 72 years. The U.S. Census Bureau is prohibited from sharing respondents' personal details with other government agencies. Census Bureau employees swear a lifetime oath to protect respondent information.

**Community Action Partnership**  
AMERICA'S POVERTY FIGHTING NETWORK

COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS



TODOS CUENTAN

LOS DATOS DEL CENSO DETERMINAN:

- El número de puestos de su estado en la Cámara de Representantes
- Distritos legislativos
- Fondos federales para programas locales como:
  - LIHEAP
  - Head Start - preescolar
  - Cupones de Section 8
  - TANF
  - Actividades WIC/A
  - Programas para los de la tercera edad, Título III y más

El financiamiento federal para los programas estatales es de aproximadamente \$2,000 POR AÑO POR 10 AÑOS por persona contada en el Censo.

¡Perder solo 100 personas en nuestra área podría significar que nos perdamos \$200,000 por año, o \$2 millones en 10 años!

EL CENSO ES SEGURO

Los registros se mantienen confidenciales por ley durante 72 años. Tiene prohibido compartir los datos personales de los encuestados con otras agencias gubernamentales.

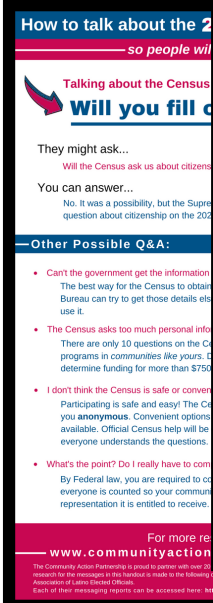
Los empleados de la Oficina del Censo hacen un juramento de por vida para proteger la información de los encuestados.

COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS

## How To Talk About the Census

### English

### Spanish



How to talk about the 2020 Census so people will LISTEN, LEARN, and LEND A HAND.

Talking about the Census is easy. Start simple by asking:

**Will you fill out the Census form?**

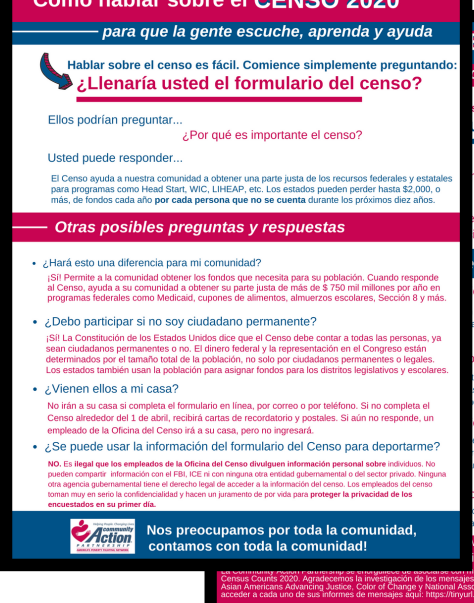
They might ask... Why is the Census important? You can answer... The Census helps our community get its fair share of federal and state resources for programs like Head Start, WIC, LIHEAP, etc. States might lose up to \$2,000 - or more - of funding every year for every person not counted for the next ten years.

Other Possible Q&A:

- Can't the government get the information the best way for the Census to obtain Bureau can try to get those details etc. use it.
- The Census asks too much personal info. There are only 10 questions on the Census. It determines funding for more than \$750 million.
- I don't think the Census is safe or convenient. Participating is safe and easy! The Census is anonymous. Convenient options are available. Official Census help will be there to help with the questions.
- What's the point? Do I really have to comply? By Federal law, you are required to complete the Census. Everyone is counted so your community representation is it entitled to receive.

For more resources visit [www.communityaction.org](http://www.communityaction.org)

The Community Action Partnership is proud to partner with over 400 organizations in the United States. Each of their messaging reports can be accessed here: <https://tinyurl.com/3nfrn8f>



Cómo hablar sobre el CENSO 2020 para que la gente escuche, aprenda y ayude.

Hablar sobre el censo es fácil. Comience simplemente preguntando:

**¿Llenaría usted el formulario del censo?**

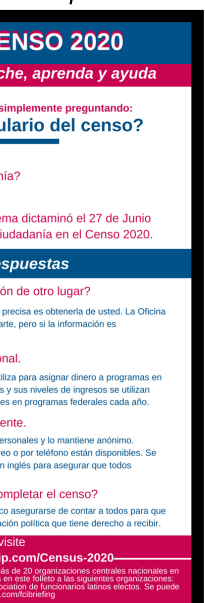
Ellos podrían preguntar... ¿Por qué es importante el censo? Usted puede responder... El Censo ayuda a nuestra comunidad a obtener una parte justa de los recursos federales y estatales para programas como Head Start, WIC, LIHEAP, etc. Los estados pueden perder hasta \$2,000, o más, de fondos cada año por cada persona que no se cuenta durante los próximos diez años.

Otras posibles preguntas y respuestas

- ¿Hará esto una diferencia para mi comunidad? ¡Sí! Permite a la comunidad obtener los fondos que necesita para su población. Cuando responda al Censo, ayuda a su comunidad a obtener su parte justa de más de \$750 millones por año en programas federales como Medicaid, cupones de alimentos, almuerzos escolares, Sección 8 y más.
- ¿Debo participar si no soy ciudadano permanente? ¡Sí! La Constitución de los Estados Unidos dice que el Censo debe contar a todas las personas, ya sean ciudadanos permanentes o no. El dinero federal y la representación en el Congreso están determinados por el tamaño total de la población, no solo por ciudadanos permanentes o legales. Los estados también usan la población para asignar fondos para los distritos legislativos y escolares.
- ¿Vienen ellos a mi casa? No. Si usted o su familia completa el formulario en línea, por correo o por teléfono. Si no completa el Censo alrededor del 1 de abril, recibirá cartas de recordatorio y postales. Si aún no responde, un empleado de la Oficina del Censo irá a su casa, pero no ingresará.
- ¿Se puede usar la información del formulario del Censo para deportarme? NO. Es ilegal que los empleados de la Oficina del Censo divulguen información personal sobre individuos. No pueden compartir información con el FBI, ICE, o cualquier otra entidad gubernamental o del sector privado. Ninguna otra agencia gubernamental tiene el derecho legal de acceder a la información del censo. Los empleados del censo toman muy en serio la confidencialidad y hacen un juramento de por vida para proteger la privacidad de los encuestados en su primer día.

Nos preocupamos por toda la comunidad, contamos con toda la comunidad!

COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS



CENSO 2020 para que la gente escuche, aprenda y ayude.

Comience simplemente preguntando:

**¿Llenaría usted el formulario del censo?**

¿Por qué es importante el censo? ¿Usted puede responder... ¿El censo ayuda a nuestra comunidad a obtener una parte justa de los recursos federales y estatales para programas como Head Start, WIC, LIHEAP, etc. Los estados pueden perder hasta \$2,000, o más, de fondos cada año por cada persona que no se cuenta durante los próximos diez años.

¿Otras posibles preguntas y respuestas

- ¿Hará esto una diferencia para mi comunidad? ¡Sí! Permite a la comunidad obtener los fondos que necesita para su población. Cuando responda al Censo, ayuda a su comunidad a obtener su parte justa de más de \$750 millones por año en programas federales como Medicaid, cupones de alimentos, almuerzos escolares, Sección 8 y más.
- ¿Debo participar si no soy ciudadano permanente? ¡Sí! La Constitución de los Estados Unidos dice que el Censo debe contar a todas las personas, ya sean ciudadanos permanentes o no. El dinero federal y la representación en el Congreso están determinados por el tamaño total de la población, no solo por ciudadanos permanentes o legales. Los estados también usan la población para asignar fondos para los distritos legislativos y escolares.
- ¿Vienen ellos a mi casa? No. Si usted o su familia completa el formulario en línea, por correo o por teléfono. Si no completa el Censo alrededor del 1 de abril, recibirá cartas de recordatorio y postales. Si aún no responde, un empleado de la Oficina del Censo irá a su casa, pero no ingresará.
- ¿Se puede usar la información del formulario del Censo para deportarme? NO. Es ilegal que los empleados de la Oficina del Censo divulguen información personal sobre individuos. No pueden compartir información con el FBI, ICE, o cualquier otra entidad gubernamental o del sector privado. Ninguna otra agencia gubernamental tiene el derecho legal de acceder a la información del censo. Los empleados del censo toman muy en serio la confidencialidad y hacen un juramento de por vida para proteger la privacidad de los encuestados en su primer día.

Nos preocupamos por toda la comunidad, contamos con toda la comunidad!

COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS

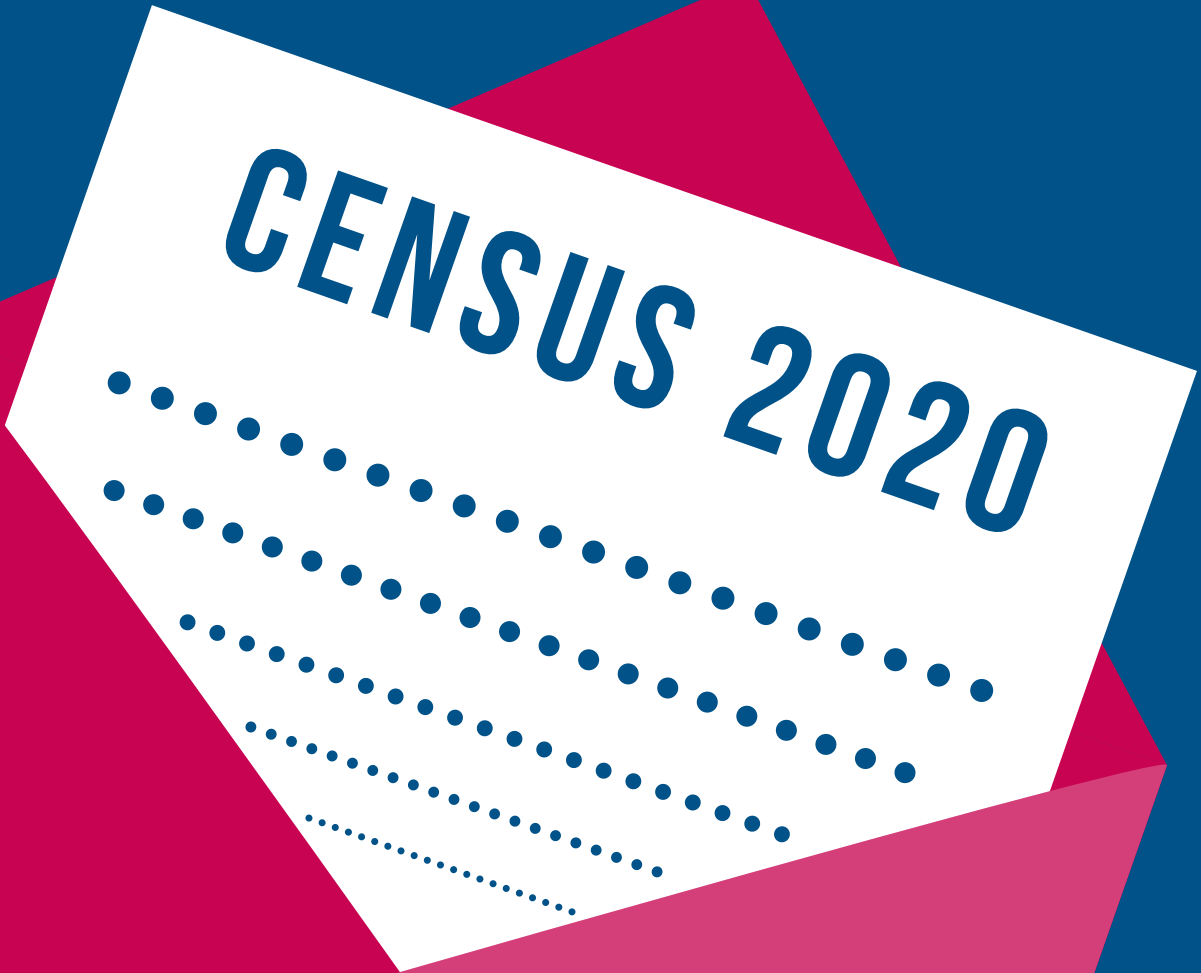
- ✓ EVERYBODY COUNTS
- ✓ 10 QUESTIONS
- ✓ SAFE & SECURE
- ✓ CHECK YOUR MAILBOX!



# Count Me In!

**CENSUS 2020**  
#communityactioncounts

STARTING MARCH 12, 2020



# THE 2020 CENSUS

- Conducted **every 10 years** by the U.S. government
- Counts **every person** living in the USA
- Includes **10 questions, takes 10 minutes** to complete
  - Name, relationship to householder, phone number, size of household, age, sex, race, Hispanic, if temporary living situation
  - Census forms are available online in **59 languages**, over the phone in 13 languages, or on paper in English or Spanish

**CENSUS DAY** is April 1, 2020 but you can fill out the Census anytime between March 12 and July 24 via one of these methods:



**ONLINE**



**BY PHONE**



**ON PAPER**



**IN PERSON**

Households will receive a letter in the mail beginning in March with instructions to complete the Census.



[COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS](http://COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS)

# EVERYONE COUNTS!

## CENSUS DATA DETERMINES:

- Your state's number of seats in the House of Representatives
- Legislative districts
- Federal funding for local programs like:
  - LIHEAP
  - Head Start
  - Section 8 vouchers
  - TANF
  - WIOA activities
  - Programs for the Aging, Title III and more!

Federal funding to state programs is about **\$2,000 PER YEAR FOR 10 YEARS** per person counted in the Census.

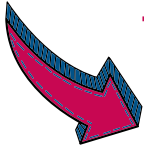
Missing just 100 people in our area could mean we miss out on \$200,000 per year, or **\$2 MILLION over 10 years!**

## THE CENSUS IS SAFE

Records are kept confidential by law for 72 years. The U.S. Census Bureau is prohibited from sharing respondents' personal details with other government agencies. Census Bureau employees swear a lifetime oath to protect respondent information.

# How to talk about the **2020 CENSUS**

— so people will LISTEN, LEARN, and LEND A HAND. —



Talking about the Census is easy. Start simple by asking:

## **Will you fill out the census form?**

They might ask...

Will the Census ask us about citizenship?

You can answer...

No. It was a possibility, but the Supreme Court ruled that there couldn't be a question about citizenship on the 2020 Census.

### — Other Possible Q&A: —

- Can't the government get the information from somewhere else?

The best way for the Census to obtain accurate information is to get it from *you*. The Census Bureau can try to get those details elsewhere, but if the information is inconsistent, they won't use it.

- The Census asks too much personal information.

There are only 10 questions on the Census, and the information is used to allocate money for programs in *communities like yours*. Details about families and their income levels are used to determine funding for more than \$750 billion in Federal programs every year.

- I don't think the Census is safe or convenient.

Participating is safe and easy! The Census protects your personal data and keeps you **anonymous**. Convenient options like doing it online, by mail, or over the phone are available. Official Census help will be offered in 59 non-English languages to make sure everyone understands the questions.

- What's the point? Do I really have to complete the Census?

By Federal law, you are required to complete the Census. It is your civic duty to make sure everyone is counted so your community has access to services and the political representation it is entitled to receive.

For more resources, please visit:

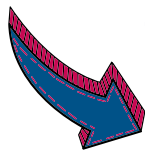
— [www.communityactionpartnership.com/Census2020](http://www.communityactionpartnership.com/Census2020) —

The Community Action Partnership is proud to partner with over 20 national hub organizations at Census Counts 2020. Grateful acknowledgement of the research for the messages in this handout is made to the following organizations: Asian Americans Advancing Justice, Color of Change, and the National Association of Latino Elected Officials.

Each of their messaging reports can be accessed here: <https://tinyurl.com/fcibriefing>

# How to talk about the **2020 CENSUS**

so people will LISTEN, LEARN, and LEND A HAND.



Talking about the Census is easy. Start simple by asking:

## **Have you heard about the Census?**

They might ask...

Why is the Census important?

You can answer...

The Census helps our community *get its fair share of federal and state resources* for programs like Head Start, WIC, LIHEAP, etc. States might lose up to \$2,000 - or more - of funding **every year for every person not counted** for the next ten years.

### — Other Possible Q&A:

- Will it make a difference for my community?

Yes! It allows the community to get the funds it needs for its population. When you respond to the Census, you help your community get its fair share of more than \$750 billion per year in federal programs like Medicaid, food stamps, school lunches, Section 8, and more.

- Do I participate if I'm not a permanent citizen?

Yes! The U.S. Constitution says the Census should count **every person**, whether they are a permanent citizen or not. Federal money and Congressional representation are determined by **total population size**, not just permanent or legal citizens. States use population to allocate funding for legislative and school districts as well.

- Do they come to my home?

They are unlikely to come to your home if you complete the form online, by mail, or over the phone as soon as possible. You will receive reminder letters and postcards about filling out the Census. If you still do not respond, a Census Bureau employee will come to your home, but will not enter.

- Can the information on the Census form be used to deport me?

**NO.** It is **illegal for Census Bureau employees to disclose personal information** about individuals. They cannot share information with the **FBI, ICE, or any other government or private sector entity**. No other government agency has the legal right to access census information. Census employees take confidentiality very seriously, swearing a lifelong oath to protect respondents' privacy on their first day. Violators of that oath are jailed and fined.

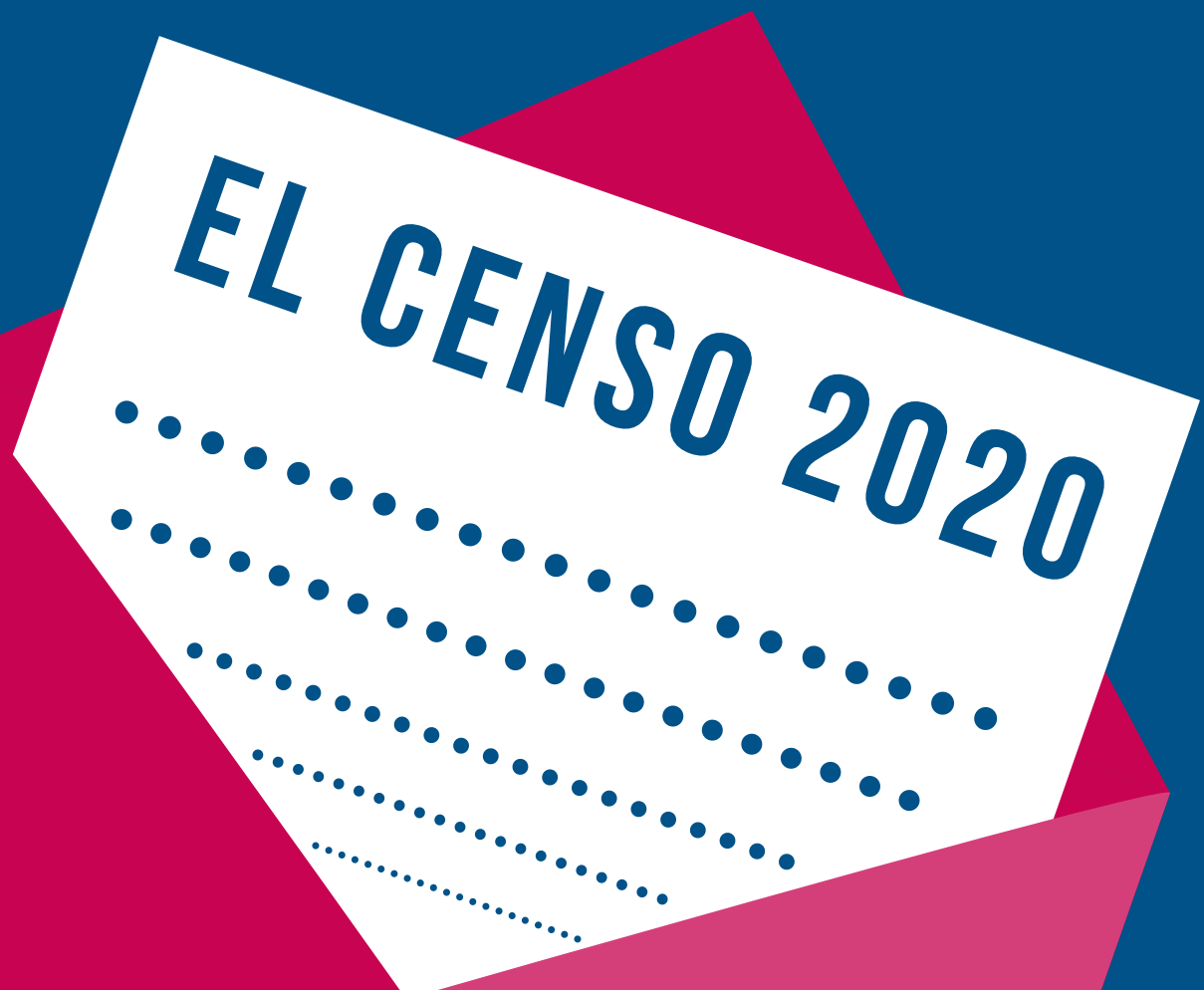


We care about the **ENTIRE** community,  
We count the **ENTIRE** community

- ✓ **TODOS CUENTAN**
- ✓ **10 PREGUNTAS**
- ✓ **SEGURO Y A SALVO**
- ✓ **REVISA SU CORREO**



A PARTIR DEL 12 DE MARZO DEL 2020





# EL CENSO 2020

- Realizado **cada 10 años** por el gobierno de EE. UU.
- Cuenta **cada persona** que vive en los EE. UU.
- Incluye **10 preguntas**, tarda **10 minutos** en completarse
  - Nombre, relación con el jefe de hogar, número de teléfono, tamaño del hogar, edad, sexo, raza, hispano, si es una situación de vida temporal
- Los formularios del censo están disponibles en línea en **59 idiomas**, por teléfono en 13 idiomas o en papel en inglés o español

**EL DÍA DEL CENSO** es el 1 de abril de 2020, pero puede completar el censo en cualquier momento entre el 12 de marzo y el 24 de julio a través de uno de estos métodos:



**EN LINEA**



**POR TELEFONO**



**EN PAPEL**



**EN PERSONA**

Los hogares recibirán una carta por correo a partir de marzo con instrucciones para completar el censo.



[COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS](http://COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS)

# ¡TODOS CUENTAN!

## LOS DATOS DEL CENSO DETERMINAN:

- El número de puestos de su estado en la Cámara de Representantes
- Distritos legislativos
- Fondos federales para programas locales como:
  - LIHEAP
  - Head Start - precolar
  - Cupones de Section 8
  - TANF
  - Actividades WIOA
  - Programas para los de la tercera edad, Título III y mas

El financiamiento federal para los programas estatales es de aproximadamente **\$2,000 POR AÑO POR 10 AÑOS** por persona contada en el Censo.

¡Perder solo 100 personas en nuestra área podría significar que nos perdamos \$200,000 por año, o **\$2 millones en 10 años!**

## EL CENSO ES SEGURO

Los registros se mantienen confidenciales por ley durante 72 años. Tiene prohibido compartir los datos personales de los encuestados con otras agencias gubernamentales.

Los empleados de la Oficina del Censo hacen un juramento de por vida para proteger la información de los encuestados.

# Cómo hablar sobre el CENSO 2020

*para que la gente escuche, aprenda y ayude*



Hablar sobre el censo es fácil. Comience simplemente preguntando:

**¿Llenaría usted el formulario del censo?**

Ellos podrían preguntar...

¿Nos preguntará el censo sobre la ciudadanía?

Usted puede responder...

No. Era una posibilidad, pero la Corte Suprema dictaminó que no podía haber una pregunta sobre la ciudadanía en el Censo 2020.

## Otras posibles preguntas y respuestas

- ¿No puede el gobierno obtener la información de otro lugar?

La mejor manera para que el Censo obtenga información precisa es obtenerla de usted. La Oficina del Censo puede intentar obtener esos detalles en otra parte, pero si la información es inconsistente, no la usarán.

- El censo pide demasiada información personal.

Hay solo 10 preguntas en el Censo, y la información se utiliza para asignar dinero a programas en comunidades como la suya. Los detalles sobre las familias y sus niveles de ingresos se utilizan para determinar la financiación de más de \$750 mil millones en programas federales cada año.

- No creo que el censo sea seguro o conveniente.

¡Participar es seguro y fácil! El Censo protege sus datos personales y lo mantiene anónimo. Opciones convenientes de como hacerlo en línea, por correo o por teléfono están disponibles. Se ofrecerá ayuda oficial del censo en 59 idiomas que no sean inglés para asegurar que todos entiendan las preguntas.

- ¿De que se trata? ¿Realmente tengo que completar el censo?

Por ley federal, debe completar el censo. Es su deber cívico asegurarse de contar a todos para que su comunidad tenga acceso a los servicios y la representación política que tiene derecho a recibir.

Para más recursos visite

[www.communityactionpartnership.com/Census-2020](http://www.communityactionpartnership.com/Census-2020)

La Community Action Partnership se enorgullece de asociarse con más de 20 organizaciones centrales nacionales en Census Counts 2020. Agradecemos la investigación de los mensajes en este folleto a las siguientes organizaciones: Asian Americans Advancing Justice, Color of Change y National Association of funcionarios latinos electos. Se puede acceder a cada uno de sus informes de mensajes aquí: <https://tinyurl.com/fcibriefing>



# Cómo hablar sobre el CENSO 2020

*para que la gente escuche, aprenda y ayude*



Hablar sobre el censo es fácil. Comience simplemente preguntando:

**¿Llenaría usted el formulario del censo?**

Ellos podrían preguntar...

¿Por qué es importante el censo?

Usted puede responder...

El Censo ayuda a nuestra comunidad a obtener una parte justa de los recursos federales y estatales para programas como Head Start, WIC, LIHEAP, etc. Los estados pueden perder hasta \$2,000, o más, de fondos cada año **por cada persona que no se cuenta** durante los próximos diez años.

## Otras posibles preguntas y respuestas

- ¿Hará esto una diferencia para mi comunidad?

¡Sí! Permite a la comunidad obtener los fondos que necesita para su población. Cuando responde al Censo, ayuda a su comunidad a obtener su parte justa de más de \$ 750 mil millones por año en programas federales como Medicaid, cupones de alimentos, almuerzos escolares, Sección 8 y más.

- ¿Debo participar si no soy ciudadano permanente?

¡Sí! La Constitución de los Estados Unidos dice que el Censo debe contar a todas las personas, ya sean ciudadanos permanentes o no. El dinero federal y la representación en el Congreso están determinados por el tamaño total de la población, no solo por ciudadanos permanentes o legales. Los estados también usan la población para asignar fondos para los distritos legislativos y escolares.

- ¿Vienen ellos a mi casa?

Es poco probable que lleguen a su hogar si completa el formulario en línea, por correo o por teléfono lo antes posible. Recibirá cartas recordatorias y postales sobre cómo completar el Censo. Si aún no responde, un empleado de la Oficina del Censo irá a su casa, pero no entrará.

- ¿Se puede usar la información del formulario del Censo para deportarme?

**NO.** Es ilegal que los empleados de la Oficina del Censo divulguen información personal sobre individuos. No pueden compartir información con el FBI, ICE ni con ninguna otra entidad gubernamental o del sector privado. Ninguna otra agencia gubernamental tiene el derecho legal de acceder a la información del censo. Los empleados del censo toman muy en serio la confidencialidad y hacen un juramento de por vida para **proteger la privacidad de los encuestados en su primer día.**



**Nos preocupamos por toda la comunidad,  
contamos con toda la comunidad!**

## STEP 5

# FILL OUT THE CENSUS

**Lastly, don't forget to fill out the  
census for your own household!**



### **Pro Tip**

Set a calendar reminder and  
share with co-workers,  
friends, and family!

# COMMUNITY ACTION COUNTS CHECKLIST

- LEARN THE BASICS ..... 4
- BECOME A CENSUS AMBASSADOR..... 8
- GET CONNECTED..... 14
- GET OUT THE COUNT..... 18
- FILL OUT THE CENSUS..... 31