



# 2020 Census Response Rate Challenge

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your future  
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United States<sup>®</sup>  
**Census**  
**2020**

## WHO: State, local, tribal officials, and community leaders

The Census Bureau needs your help to motivate people in your city, county, state, and tribes to get counted.

## WHAT: Challenge everyone in your community to respond to the 2020 Census now to increase local response rates.

Can you beat your 2010 Census response rate? If you already did, can you set a new goal?

**Encourage people to respond on their own now** to minimize the need for census takers to visit households beginning in mid-August, and to help with a complete and accurate count.

Responses to the census help shape the future of your community and inform how hundreds of billions of dollars in federal funding are distributed for important programs and services in healthcare, emergency and disaster response, education, and infrastructure.

Don't miss out on your opportunity to get support for these vital services in your community for the next 10 years. Your response matters: **Respond online, by phone, or by mail by October 31.**

## HOW: Track your community's response using the 2020 Census Response Rates Map <<https://2020census.gov/en/response-rates.html>> and spread the word!



### Track Your Response Rate

Use the Response Rates Map at [2020census.gov/response-rates](https://2020census.gov/en/response-rates.html)

<<https://2020census.gov/en/response-rates.html>> to get daily updates on your community's response rate.

Challenge your community to increase its response rate to the 2020 Census and get everyone counted.

Challenge a neighboring community in a friendly competition to improve

everyone's response rates.

Use and share the rankings dashboard. <<https://public.tableau.com/profile/us.census.bureau#!/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard>>



### Motivate the Community

Educate constituents on

the importance of responding to the 2020 Census and urge them to respond as soon as they can online, by phone, or by mail.

Promote fun incentives and rewards to your community for participating in your Response Rate Challenge.

Post your challenge to your website, share via email newsletter or text message, and use the social media hashtags: #ShapeYourFuture and #2020Census



### Spread the Word

Share your challenge with local and regional media via releases, pitching, and press conferences to spread the word and promote response.

Partner with local business and organizations to reach hard-to-count and hard-to-reach communities and to incentivize response.

Share updates and response rates to your website and social media accounts.

Check the map daily and share the numbers with your community!

## #ShapeYourFuture: Ideas & Inspiration for Your Community

The following is a list of ideas for community leaders, government officials, and Complete Count Committees (CCCs) or State Complete Count Committees (SCCCs) to encourage 2020 Census response and engagement within your communities while the country is following social distancing guidelines. For more ideas and resources, visit [2020census.gov/response-rates](https://2020census.gov/response-rates). <<https://2020census.gov/en/response-rates.html>>

- > **City vs. City/County vs. County Challenge:** Embed the Response Rates Map < <https://2020census.gov/en/response-rates.html> > on your website or take a screenshot of your city/county's current response rate, compared to the national rate. Use the Response Rate Rankings Dashboard <<https://public.tableau.com/profile/us.census.bureau#!/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard>> to compare to neighboring cities and counties, then share the rankings on social media to announce a friendly challenge with a fun wager for elected officials, while encouraging your community members to respond. You could also try this challenge between rival college or university towns and schools and capitalize on sports rivalries between cities, states, and school districts.
  - **Examples: Dundas vs. Northfield, MN Challenge** <<https://patch.com/minnesota/northfield/dundas-defeats-northfield-2020-census-response-rate-challenge>>; **Jamestown vs. Valley City, ND Challenge** <<https://www.newsdakota.com/2020/01/15/challenge-that-counts-census-challenge-between-jamestown-valley-city/>>
- > **Community Parade:** Host a community “parade” of cars and emergency vehicles featuring first responders, community leaders, and trusted voices. Include your local CCC or SCCC and 2020 Census promotional items and banners. Include a call-to-action to respond to the census by the mayor, school superintendent, or other leader. Encourage attendees and virtual viewers if livestreamed to share photos and video of the parade on social media using #2020Census and #shapeyourfuture.
  - **Examples: Easter porch parade in Illinois** <<https://www.chicagotribune.com/suburbs/norridge/ct-nhh-easter-parade-tl-0416-20200409-wnh37j2obzaqxnjggy7en3afba-story.html>>; **NH teachers host caravan parades for students** <<https://www.wmur.com/article/teachers-across-nh-hold-caravan-parades-to-show-students-they-re-missed/31962696>>
- > **Virtual Community Gathering:** Host a “Response Rate Challenge Meetup” on your community’s YouTube channel or on Facebook Live. Feature local trusted voices and well-known people such as news anchors, athletes, entertainers, and spokespeople from your CCC or SCCC. Consider contests, giveaways, and positive community stories to fill out the show, especially ones focused on the community benefits of responding to the census, like emergency response, healthcare, and schools.

- **Examples: #TurnUptheCount Rally in Atlanta** <[https://www.mdjonline.com/neighbor\\_newspapers/t-i-ludacris-and-killer-mike-will-participate-in-fultons-2020-census-turnupthecount-virtual-rally/article\\_e42a739c-8006-11ea-8e7e-2302cb457b5f.html](https://www.mdjonline.com/neighbor_newspapers/t-i-ludacris-and-killer-mike-will-participate-in-fultons-2020-census-turnupthecount-virtual-rally/article_e42a739c-8006-11ea-8e7e-2302cb457b5f.html)>; **Madison Couch Census Party** <<https://www.facebook.com/AboutFreedomInc/videos/2595256167389135/?t=172>>
- **Community Pick-up Picnic:** Partner with local businesses and organizations for a drive-thru “pick-up picnic” with a “Respond to the 2020 Census” theme. Baskets or boxes with food, 2020 Census promotional materials, and other goodies can be distributed to people in their cars, or from a safely designated “pick up” area in town. Consider a raffle component: each household that picks up a picnic box is entered into a drawing for other prizes like gift cards to local restaurants or businesses, or a special experience later in the year when people can safely gather again.
- **Chapter Challenge:** National organizations such as businesses, associations, membership groups, and nonprofits can encourage their affiliates to challenge one another to increase local, regional, or state response rates. Announce challenges over social media and share them with the local and regional media outlets to raise awareness, and share on your website, email newsletters, and in blog posts.
- **Instagram (IG) Live Talks:** Host an Instagram Live talk with local government officials, the local CCC, and organizations and businesses that use census statistics to plan and support the community. This could include the fire chief, hospital administrator, school superintendent, or city councilperson. Part of the live discussion could include pulling up your community on the Response Rates Map <<https://2020census.gov/en/response-rates.html>> and a call to respond to the 2020 Census together now.
- **Summer School Challenge:** Keep school-aged kids engaged while they’re at home by tracking community activity with the Response Rates Map. They can create fun posters, graphics, and art for tracking their community or another one and engage with the 2020 Census using a variety of resources <<https://www.census.gov/programs-surveys/sis/2020census/2020-resources.html>> provided by Statistics in Schools (SIS) online.

**Visit [2020census.gov](https://2020census.gov) <<https://2020census.gov>> for more information and to respond today.**