

# 2020 Census Federal Agency Toolkit

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## Introduction

The 2020 Census is a headcount of every person living in the United States and its territories as of April 1.

Responses to the census—which is conducted once every 10 years, as mandated by the U.S. Constitution—help shape your future. The census informs how billions of dollars are allocated each year to local communities for vital services like schools, healthcare, roads and bridges, and emergency response.

Federal, state, and local government agencies—alongside communities and businesses—use census data to implement their programs and plan new services.

Census statistics also determine the number of seats each state gets in the U.S. House of Representatives.

With more than 2 million employees nationwide, the federal workforce represents a key audience for census engagement efforts, both as people who must be counted and as messengers to their respective communities.

This 2020 Census Federal Agency Toolkit highlights a range of ways you can educate your employees, partners, and stakeholders about the census and motivate them to respond. We've included content and messaging for your internal and external communications efforts, ways for employees to get involved in 2020 Census outreach, and social media content for use on agency accounts as well as by employees themselves.

If you have questions about the resources included in this toolkit, please contact the National Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov). To speak with U.S. Census Bureau staff in your area, contact your [regional census center](#).

## When to Engage

In **January 2020**, the Census Bureau will begin counting the population in remote Alaska. At this time, we encourage you to:

- **Plan** how to get involved and begin outreach efforts, connecting with others to amplify your impact. Map out the 2020 Census activities that your agency will do over the next four to six months.
- **Educate** people and build awareness about what the census is and how census statistics are used to shape the future of communities.

By **April 1, 2020**, most homes in America will receive an invitation to respond to the census online, by phone, or by mail. Census takers will conduct in-person visits to select homes and begin counting people who live in group facilities, such as college dorms, hospitals, prisons, and senior centers.

This is the time to motivate your constituents, customers, clients, and employees:

- **Promote** the importance of responding to the census, and remind people that it's safe, secure, and easy. Emphasize the extraordinary steps that the Census Bureau is taking to ensure responses remain confidential.
- **Activate** your audience to take the census. Make sure they know when to expect their invitation to respond and how to complete the questionnaire on their own, or with assistance.

In **May 2020**, census takers will begin visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.

## Be a 2020 Census Federal Partner (Two Pages)

The National Partnership Program (NPP) has developed a two-page handout that highlights ways to be a federal partner for the 2020 Census. Find a copy of the handout in the Appendix. To request a separate PDF copy, email NPP at [census.partners@census.gov](mailto:census.partners@census.gov).

### Be a 2020 Census Federal Partner

The 2020 Census is a count of every person living in the United States that happens once every 10 years. The goal of the census is to count every person once, only once, and in the right place.

Census data helps federal agencies, researchers, businesses, and communities make key decisions and informs funding for programs like Head Start, the Supplemental Nutrition Assistance Program, the Federal Pell Grant Program, and Community Development Block Grants. Help us ensure a complete and accurate 2020 Census by becoming a partner.

#### What is a Federal Partner?

Partners are trusted voices that help raise awareness that the 2020 Census is easy, safe, and important. Join us in helping to reach everyone, including hard-to-count populations. We will work with you to develop the best partnership plan for you. There are many ways to help!

#### Help Us Reach the Public

**Spread the word:** Include information about the 2020 Census in correspondence with constituents, customers, partners, and employees. Use your email lists, newsletters, and mailings to increase awareness of why the census is important. Link to [2020Census.gov](http://2020Census.gov) on your website. Re-tweet and re-post Census Bureau social media content to promote the 2020 Census and related job opportunities.

**Add your voice:** Write a blog, op-ed, or letter to the editor on why the 2020 Census is important to your agency and those you serve. Mention the 2020 Census in speeches. Tape a public service announcement. Share a tailored message with your lists.

**Stress that the 2020 Census is safe, secure, and confidential:** Highlight the privacy and confidentiality of the 2020 Census to the populations you serve. Responses to the 2020 Census are safe, secure, and protected by federal law. Census data can only be used for statistical purposes and cannot be used against the public in any way.

**Share your data use stories:** If your agency uses Census Bureau data to inform or shape your programs, share these stories with us! These data use stories help convey the importance of Census Bureau data to your agency's mission.

#### Help Us Reach Your Employees

**Host an event:** Host a 2020 Census informational or Q&A session for your employees. Invite a Census Bureau speaker to your events and add 2020 Census materials to event information.

**Communicate to your employees:** Hang posters and leave 2020 Census materials in common areas, like the cafeteria. Embed 2020 Census messages into existing outreach campaigns, such as back-to-school, open enrollment, or safety and emergency preparedness.

**Focus on children:** Connect us with your childcare center. The Census Bureau provides free classroom resources through its Statistics in Schools program. Children under the age of 5 were the most undercounted group in the 2010 Census.

**Tap into your groups:** Reach out to your Combined Federal Campaign (CFC) team and affinity groups to help spread the word.

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## 2020 Census General Public FAQ (One Page)

The 2020 Census FAQ answers general questions about the census questionnaire and provides brief explanations about the importance of responding. This [PDF](#), available on the [Outreach Materials page](#) at [2020census.gov](https://2020census.gov), can be printed or electronically shared.

# 2020 Census FAQ

### What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

### What's in it for me?



Your responses inform where over \$675 billion is distributed each year to communities nationwide for clinics, schools, roads, and more.



Census data gives community leaders vital information to make decisions about building community centers, opening businesses, and planning for the future.



Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.



Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

### Is my information safe?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

### When can I respond to the census?

In early 2020, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have yet to respond.

### What will I be asked?

You will be asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

### What won't be asked?

The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

**2020CENSUS.GOV**

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## The 2020 Census and Confidentiality (Two Pages)

This two-page fact sheet highlights how 2020 Census responses are protected by law. This [PDF](#), available on the [Outreach Materials page](#) at [2020census.gov](https://2020census.gov), can be printed or electronically shared.

# The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

### Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



### Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

### By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



### The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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## Key Messages for the 2020 Census

The following questions and answers represent key information to use when speaking about the benefits of the census.

### What is the 2020 Census?

The 2020 Census is a count of every person living in the United States as of April 1. The questionnaire from the U.S. Census Bureau asks a few simple questions, like the age, sex, and marital status of the people who live in your home, including newborns and non-relatives.

### Why does the government conduct a census?

A census of the population is required by the U.S. Constitution every 10 years, to determine how many seats your state gets in the U.S. House of Representatives. Responding is required by law, and you can respond online, by phone, or by mail.

### Why is the 2020 Census important?

Results of the 2020 Census will significantly impact communities over the next 10 years, informing how billions of dollars in public funds are spent each year and shaping political representation in each state. 2020 Census results:

- Inform decisions about how public funds for critical public services flow into your community, including hospitals and clinics, emergency response, roads and highways, and schools and education programs.
- Help lawmakers redraw legislative and school districts in your state.
- Help businesses decide where to locate or expand, which could lead to new jobs.

### What are some programs that use Census Bureau statistics to inform funding?

- Medicaid health insurance for people with low incomes, including persons with disabilities.
- State Children's Health Insurance Program (CHIP).
- Medicare Part B insurance for all people over 65.
- Supplemental Nutrition Assistance Program (SNAP) for low-income individuals and families, including persons with disabilities and eligible seniors.
- Highway planning and construction grants.
- Housing assistance.
- Community and economic development.
- Pell Grants for college tuition.
- Head Start, after school care, and education grants.

### **Can the Census Bureau share my information?**

Under Title 13 of the U.S. Code, census responses are confidential and protected by law. The law requires the Census Bureau to use responses only to produce statistics. Personal information will never be shared with immigration or other law enforcement agencies. Individual responses cannot be used to determine personal eligibility for government benefits. The Census Bureau cannot publicly release responses in any way that could identify an individual, a business, organization, or institution.

### **What does the Census Bureau do?**

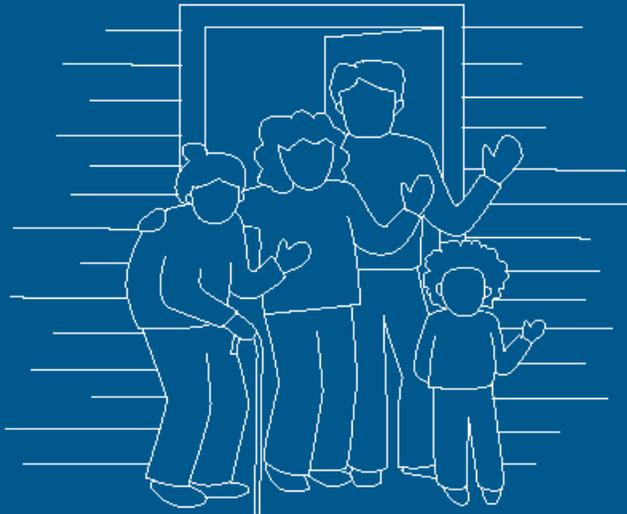
The U.S. Census Bureau is a scientific agency of the federal government that collects information about the people, businesses, and economy of the United States. The Census Bureau provides statistics on how the U.S. population is changing, its ethnic and racial makeup, and trends such as birth rates, income, education levels, and aging. The Census Bureau is a part of the U.S. Commerce Department.

## Community Outreach Toolkit

The Community Outreach Toolkit outlines ways partner organizations can break down common barriers to completing the census in their communities. The toolkit is available as a [PDF](#) on the [Outreach Materials page](#) at [2020census.gov](https://2020census.gov), and can be printed or electronically shared with constituent organizations.

# COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring  
census outreach efforts for the  
people you serve



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## 2020 Census Jobs Fact Sheet (Two Pages)

The 2020 Census Jobs Fact Sheet outlines 2020 Census job opportunities and provides details on positions and the application process. The fact sheet is available as a [PDF](#) on the [Outreach Materials page](#) at [2020census.gov](https://2020census.gov), and can be printed or electronically shared with constituent organizations. We ask that you help promote census job opportunities through February 2020.

# 2020 Census Job Opportunities Join the 2020 Census Team!

The U.S. Census Bureau is recruiting thousands of people across the country to work on the 2020 Census.

### We Invite anyone to apply, including:

- ▶ Retirees.
- ▶ College students.
- ▶ People who do not have a job and are looking for temporary employment.
- ▶ People already working who are looking for a second job.
- ▶ People available to work flexible hours, which can include days, evenings, and/or weekends.

These positions provide an opportunity to earn extra income while helping the community. Pay rates vary depending on the applicant's location.

### How to Apply

Interested individuals can apply for a 2020 Census job by visiting [2020census.gov/jobs](https://2020census.gov/jobs) and completing an online application. The process takes about 30 minutes and will include assessment questions about the applicant's education, work history, and other experiences.

Those who would like to claim veterans' preference will need supporting documentation. For more information, call 1-855-JOB-2020 (1-855-562-2020) and select option 1 for technical assistance or option 3 to speak with someone at your area census office. select option 1 for technical assistance or option 3 to speak with someone at your area census office.

### What Job Opportunities are Available?

- ▶ **Census takers** work in their local communities. Some field positions require employees to work during the day while interviewing the public, so employees must be available to work when people are usually at home, such as in the evening and on weekends.
- ▶ **Census field supervisors** conduct fieldwork to support and conduct on-the-job training for census takers and/or to follow up in situations where census takers have confronted issues, such as not gaining entry to restricted areas.

Connect with us:

@uscensusbureau

For more information:

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## Be a Census Taker (Handout)

The Be a Census Taker handout promotes census job opportunities, position benefits, and how to apply. The handout is available as a [PDF](#) on the [Outreach Materials page](#) at [2020census.gov](https://2020census.gov), and can be printed or electronically shared with constituent organizations. We ask that you help promote census job opportunities through February 2020.



### Be A Census Taker

- ✓ Extra Income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online  
[2020CENSUS.GOV/JOBS](https://2020CENSUS.GOV/JOBS)

For more information or help applying, please call  
1-855-JOB-2020

Federal Relay Service: 1-800-877-8339 TTY/ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The U.S. Census Bureau is an Equal Opportunity Employer.  
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# Materials for Educating Your Audiences

## America Counts Stories

The Census Bureau's [America Counts website](#) tells the stories behind the numbers on various topics such as families, housing, employment, business, education, the economy, and emergency preparedness.

You can post these stories directly on your agency's public website or intranet, include them in newsletters, provide them to partners, or share links to the stories on your social media accounts.

We also encourage federal partners to feature their own use of Census Bureau statistics in agency social media posts, broadcast messages, newsletters, and feature stories.

The following stories touch on how census responses help drive federal funding and planning, as well as the steps the Census Bureau is taking to safeguard personal information against cyber threats:

- [Knowing Census Data Benefit Communities May Increase 2020 Response](#)
- [Jumping Into Action When Disaster Strikes](#)
- [Nutrition Assistance Program Lifts 3.4 Million Out of Poverty](#)
- [How Much is Your State Spending On You?](#)
- [How Census Bureau Data Can Help Older Americans Afford Housing](#)
- [Key Player in Disaster Response: The U.S. Census Bureau](#)
- [Big Push to Count Every Newborn and Young Child in 2020 Census](#)
- [Smartphones, Online Responses Among Census Technological Innovations](#)

## Census Bureau Data Tools and Resources

Funding for public programs around the country is shaped by census responses and statistics. Your employees and stakeholders can use the following tools to determine how that funding affects both the programs on which they work and the federal funds on which their communities depend:

- [Uses of Census Data in Federal Funds Distribution](#): This working paper includes an estimate of the federal funds distributed each year in whole or in part using Census Bureau population statistics. It outlines how 132 programs used Census Bureau statistics to distribute more than \$675 billion in funds during fiscal year 2015.
- [HIFLD Public Schools](#): This interactive map shows the location of every elementary and secondary public school in the United States and Puerto Rico.

The country's infrastructure also depends on census responses, which determine where billions of dollars in federal funds are spent on new construction and improvements. The [2017 Infrastructure Report Card](#), produced by the American Society of Civil Engineers, assigns each state a letter grade based on the physical condition of its roads, bridges, and other infrastructure, and highlights areas for improvement.

## **PSA Scripts**

Public service announcements (PSAs) are an excellent tool to raise awareness about the importance of the 2020 Census. The PSA scripts below answer the question ‘What is the Census?’ and highlight the importance of the census.

A [PSA toolkit](#), which enables partners and stakeholders to access produced PSAs or create their own using pre-approved messages and talking points, is available on [2020census.gov](https://2020census.gov).

We encourage you to record these PSAs as hold messages for agency phone lines or as videos, which can be shared with your employees, posted on social media, or displayed on screens throughout your buildings.

### **60 Second PSA - Stronger Connection**

*What is the census? As mandated by the U.S. Constitution, the census is a once-every-decade count of everyone living in the country. When we know how many people live in your community, organizations, and businesses are better equipped to evaluate the services and programs needed, such as clinics, schools, and roads. It also determines how seats in Congress are distributed among the 50 states. In March of 2020, the U.S. Census Bureau will send every household an invitation to complete a simple questionnaire about who lives at your address on April 1st. You will have the opportunity to respond online, by phone, or by mail, and federal law keeps those responses safe and secure.*

*Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).*

### **15 Second PSA – What?**

*The 2020 Census is a count of everyone living in the United States on April 1st. As mandated in our Constitution, it takes place only once every 10 years. Please respond when you receive your census questionnaire—online, by phone, or mail.*

*Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).*

### **15 Second PSA – Why?**

*Why do we have a census? An accurate count of the population determines how many seats each state has in the U.S. House of Representatives and informs decisions on funding for critical public services in your community.*

*Shape your future. START HERE. Visit [2020census.gov](https://2020census.gov).*

## Ways to Get Involved

### **Promote 2020 Census Jobs**

The Census Bureau will have approximately 500,000 temporary and part-time jobs available across the country during the 2020 Census. Your employees and stakeholders are encouraged to share information about these opportunities with friends and family, who can learn more about available positions at <https://2020census.gov/en/jobs.html> or [USAjobs.gov](https://USAjobs.gov).

Job seekers looking for temporary field and office positions can apply to open positions online.

Additional materials are available to help spread the word about these opportunities:

- [The 2020 Census Jobs “Be A Census Taker” commercials](#) are available online in English and Spanish and can be shared on social media.
- [Want to Join the Gig Economy? Join Census](#) – An America Counts story highlighting the Census Bureau’s hiring efforts for the 2020 Census.

### **Amplify the 2020 Census Message**

- Include the 2020 Census in your talking points, speeches, and public communications.
- Repost or share 2020 Census social media.

### **Join a Complete Count Committee**

Complete Count Committees (CCCs) provide a way to get involved in the 2020 Census at the community level. CCCs are comprised of a broad spectrum of government and community leaders who work together to educate and motivate residents at the tribal, state, county, or local level to respond to the census.

Interested employees and stakeholders can find [Complete Count Committee Resources](#) at [2020census.gov](https://2020census.gov), including an interactive map to identify CCCs near them.

# Social Media Content

## 2020 Census Social Media Resources

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all agency posts related to the census. We prefer that you include links to Census Bureau properties, but we understand that there may be instances in which you do not want to drive your audience off your agency's social media.

### U.S. Census Bureau Official Social Media Accounts

- Facebook – @uscensusbureau  
<https://www.facebook.com/uscensusbureau/>
- Instagram – @uscensusbureau  
<https://www.instagram.com/uscensusbureau/>
- Twitter – @uscensusbureau  
<https://twitter.com/uscensusbureau/>
- Hashtag - #2020Census

### Key URLs – English language

- 2020 Census homepage  
<https://2020census.gov/en>
- What Is the 2020 Census?  
<https://2020census.gov/en/what-is-2020-census.html>
- Who to Count on Your Census  
<https://2020census.gov/en/who-to-count.html>
- Impact in My Community  
<https://2020census.gov/en/community-impact.html>
- How the Census Bureau Protects Your Data  
<https://2020census.gov/en/data-protection.html>

### Key URLs – Spanish language

- 2020 Census homepage  
<https://2020census.gov/es>
- ¿Qué es el Censo del 2020?  
<https://2020census.gov/es/what-is-2020-census.html>

- A quién contar en su censo  
<https://2020census.gov/es/who-to-count.html>
- El impacto en mi comunidad  
<https://2020census.gov/es/community-impact.html>
- Cómo protege su información la Oficina del Censo  
<https://2020census.gov/es/data-protection.html>

### Social Media Content for Partners

Messaging and graphics tailored to specific platforms for partner social media channels are available on the [Outreach Materials page](#) of [2020census.gov](https://2020census.gov), including:

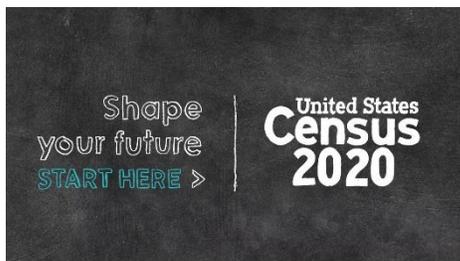
- [Sample Messages](#)
- [Graphic 1](#)
- [Graphic 2](#)
- [Graphic 3](#)
- [Graphic 4](#)
- [Graphic 5](#)
- [Graphic 6](#)
- [Graphic 7](#)

Additional content, including videos highlighting the benefits of responding and graphics for LinkedIn and Twitter, will be posted on a quarterly basis. Check our [Outreach Materials page](#) periodically for additional resources.

### 2020 Census Videos

The Census Bureau has produced videos to explain what the census is and how responses will shape the future of the country. Federal agency partners are encouraged to share this content on their digital channels and on screens throughout their buildings as appropriate.

#### [2020 Census: What is the Census](#)



#### [Shape Your Future : The 2020 Census](#)



**Appendix:**  
**Be a 2020 Census Federal Partner (Two-Page Handout)**

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**Add your voice:** Write a blog, op-ed, or letter to the editor on why the 2020 Census is important to your agency and those you serve. Mention the 2020 Census in speeches. Tape a public service announcement. Share a tailored message with your lists.

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**Tap into your groups:** Reach out to your Combined Federal Campaign (CFC) team and affinity groups to help spread the word.

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### **Help Us Recruit Other Partners**

**Stakeholder engagement office:** Connect the Census Bureau with your stakeholder engagement office. Plan a special message asking your private sector and not-for-profit partners to directly partner with us for the 2020 Census.

**Activate regional offices:** We will recruit hundreds of thousands of local partners, especially in areas that are hard-to-count. Connecting us with your regional offices will help us with critical local outreach.

**The Census Bureau has 2020 Census resources and outreach materials to help you get started. Visit [2020census.gov/partners](https://2020census.gov/partners) to sign up as a census partner and download handouts, posters, drop-in articles, social media content, toolkits, and other resources.**

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