Faith communities 2020 Census action guide

For more information, visit:

2020CENSUS.GOV

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A message from U.S. Census Bureau Director Steven Dillingham.

Once a decade, the U.S. Census Bureau counts everyone living in the United States and its territories. The decennial census has tremendous significance for communities across the country.

Census data informs congressional representation, the distribution of more than $675 billion in federal funding each year, local government planning, business decisions, and more.

One of the biggest challenges is getting responses from historically hard-to-count populations, including members of racial and ethnic minority groups, people who rent their home, rural residents, non-English speakers, households with children under age 5, and people living in complex households. Faith-based organizations serve communities across the United States, including many of those hard-to-count populations, and play an integral role in spreading the word about the 2020 Census. That's why we created this guide. It provides content you can share to help people understand how and why responding to the census is easy, safe, and important. We want you to use these materials and share them with your communities.

The Faith Community Census Weekend of Action is from March 27-29, 2020. This weekend was chosen as a focal point for faith leaders to share information about the 2020 Census, and we encourage you to promote the 2020 Census at your place of worship. There are several suggested activities on page five of this guide. If you have other ideas for promoting the census, we encourage you to try them and share your successes with us.

We pledge to do our part, too, to attain our goal of counting every person once, only once, and in the right place. We have made major improvements since the 2010 Census, including offering new options for responding online in addition to maintaining the choice to complete the form by mail or phone. A complete and accurate count of everyone in our diverse nation is important. That's why online and phone response options will be available in English and 12 other languages. We will also have print and video language guides in 59 languages, including American Sign Language and braille. In addition, we will offer large-print guides.

We need the help of nonprofit, corporate, public sector, faith, and community partners to succeed in counting everyone in the 2020 Census. Our sincerest thanks for your support.

Sincerely,

Steven D. Dillingham

Steven Dillingham

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About this guide.

As trusted members of the faith community, your connection to the people in the communities you serve will make a real difference in obtaining a complete count in 2020. Your ability to reach your congregants and community members, including hard-to-count families and individuals, gives you the opportunity to share important messages about the 2020 Census with them and encourage everyone to respond.

This short guide provides information about how to promote the 2020 Census among your faith community and includes materials like handouts and FAQs that you can use to inform your audience about what the census is and why it's important for everyone to participate. These materials are intended to help you initiate a dialogue with your communities.

We ask you to use this guide and other 2020 Census partnership materials in the period leading up to and throughout the 2020 Census to encourage your congregants, members, and communities to respond. For resources in additional languages, visit **2020CENSUS.GOV/partners/outreach-materials**.

Promote the 2020 Census in your community.

Shape the future of your congregation, neighborhood, and community by supporting the 2020 Census. Census data informs the distribution of hundreds of billions of dollars in federal funds each year that support education, health care, emergency services, housing and food assistance, and more.

Encourage your community to respond.

We encourage you to use these materials to promote participation in the 2020 Census in any way that suits your practice or tradition and that will resonate with your community. For example, you could:

- Share information with your community about the importance of completing the 2020 Census, stressing that everyone in every household should be counted.
- Provide a space with computers or tablets that people can use to respond to the census online following services.
- Reach out to your regional census center to learn about Mobile Questionnaire Assistance events.
- Use a term like Census Sunday, Census Shabbat, Census Sabbath, or Census Friday on programs, bulletins, and notice boards and in prominent locations in your building to call attention to completing the 2020 Census.
- Create a census committee at your house of worship to come up with ideas to engage your congregation, or join a Complete Count Committee in your area.
- Post census messages on your marquee or social media, or write a blog post with 2020 Census information for your newsletter or website.
- Connect the 2020 Census to scriptural messages.
- Promote census hiring by sharing the 2020 Census recruitment website: **2020CENSUS.GOV/JOBS**.
- Assist with the translation of 2020 Census materials to help reach immigrant populations and people with limited English language skills.
- Stress that the 2020 Census is safe, secure, and confidential and that responses cannot be used against people in any way.
- Host an informational event or invite Census Bureau staff to speak to your congregation.
- Connect the Census Bureau with other groups your organization is affiliated with, including child care centers, schools, missions, youth and grandparent groups, and other nonprofit organizations.

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Share information during the Faith Communities Census Weekend of Action.

The Faith Communities Census Weekend of Action will be held **March 27-29, 2020**, around the period when people will be receiving 2020 Census notices in the mail. This is just before Census Day—April 1—a date when the Census Bureau will host events across the country. The Census Bureau established the faith communities census weekend of action as a coordinated opportunity for faith leaders to focus their outreach and support of the 2020 Census to encourage your community to respond.

The 2020 Census counts everyone.

The 2020 Census counts every person living in the United States on April 1—no matter where they are from, why they are here, and whether they are documented. When people complete their census form, they should count everyone living in their home as of this date. Learn more about who to count at **2020CENSUS.GOV/en/who-to-count**.

Your support of the 2020 Census will *not* affect your 501(c)(3) status in any way.

For more information, visit:

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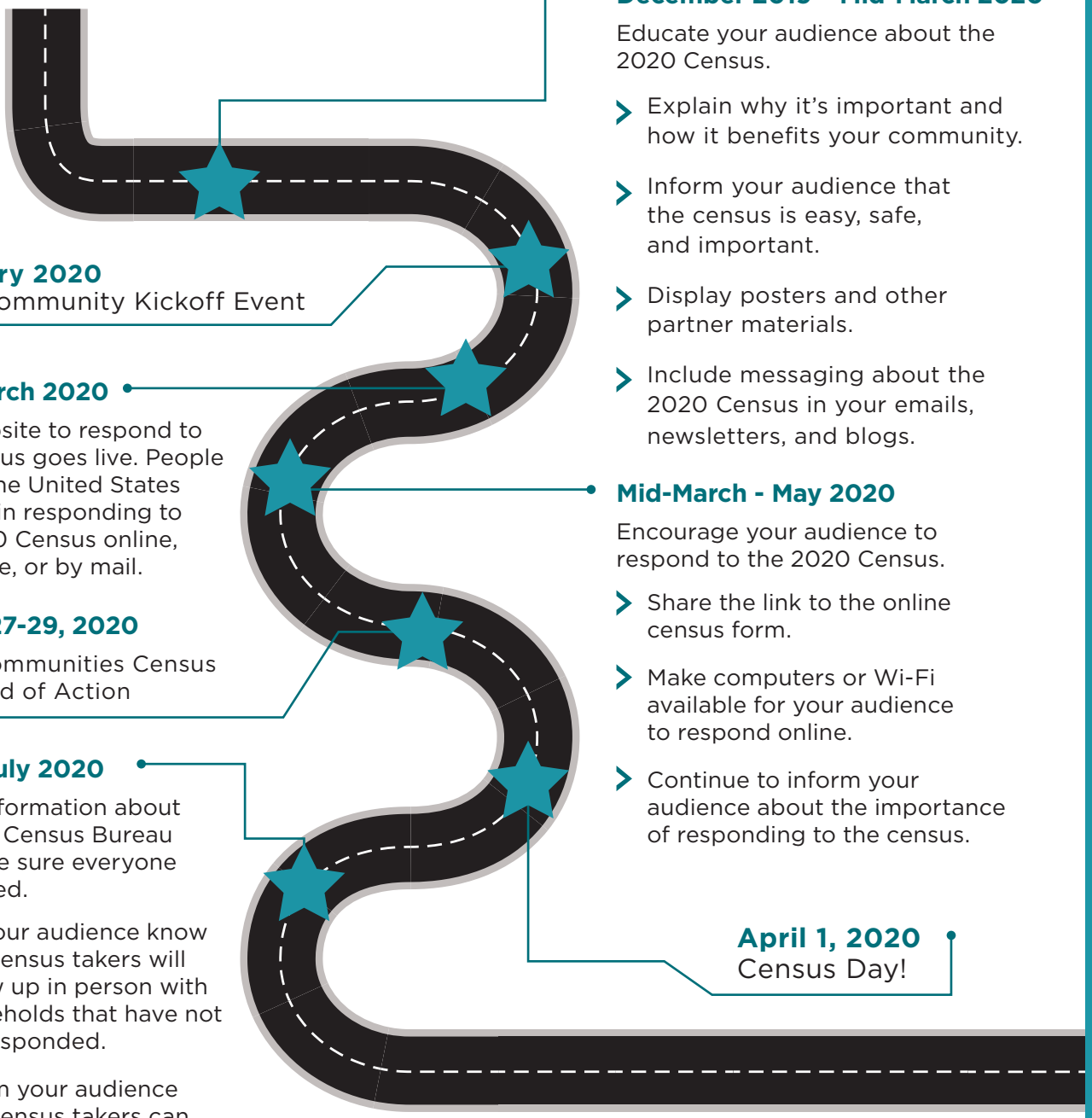
Road to the 2020 Census.

A timeline and guide to action for partners and stakeholders.



December 2019 – Mid-March 2020

Educate your audience about the 2020 Census.

- Explain why it's important and how it benefits your community.
- Inform your audience that the census is easy, safe, and important.
- Display posters and other partner materials.
- Include messaging about the 2020 Census in your emails, newsletters, and blogs.

February 2020
Faith Community Kickoff Event

Mid-March 2020

The website to respond to the census goes live. People across the United States can begin responding to the 2020 Census online, by phone, or by mail.

Mid-March - May 2020

Encourage your audience to respond to the 2020 Census.

- Share the link to the online census form.
- Make computers or Wi-Fi available for your audience to respond online.
- Continue to inform your audience about the importance of responding to the census.

March 27-29, 2020

Faith Communities Census Weekend of Action

May - July 2020

Share information about how the Census Bureau will make sure everyone is counted.

- Let your audience know that census takers will follow up in person with households that have not yet responded.
- Inform your audience that census takers can assist them in completing their census form.

April 1, 2020
Census Day!

For more information, visit:

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Your faith, your community, and the census.

What is the 2020 Census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. It includes a few simple questions about things like age, sex, and the number of people who live in your home. The 2020 Census will collect the same data as the 2010 Census.

Why am I hearing about the 2020 Census from my place of worship?

The U.S. Census Bureau is partnering with faith-based institutions to promote the 2020 Census. These institutions volunteered to help because they understand how important a complete count is for their congregants and community. They are trusted voices in their communities and are critical to conveying the importance of the 2020 Census. In addition, faith communities often serve the same people that use many of the federal programs that receive funding based on census data. These programs include those that address poverty, hunger, homelessness, child care, emergency services, and public safety.

Will the 2020 Census ask me to identify my religion?

No. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does *not* collect information about religious affiliation.

Why not?

U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation.

Why should I respond to the 2020 Census?

Being counted matters for you and your community regardless of your religious affiliation. The 2020 Census will determine how many representatives your state will have in Congress. Census results will also help determine how billions of dollars in federal funding are allocated to states and communities each year for housing, schools, food assistance, health care, and other vital services.

Is the 2020 Census confidential?

Yes. The U.S. Census Bureau is required to protect your privacy and keep your answers confidential. By law, your personal information cannot be used against you or anyone else by any government agency or court, and it can't be accessed by the police department, DHS, ICE, FBI, or CIA.

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Sample messages for marquees, social media, and more.

Use these messages to educate your community about the 2020 Census.

- The 2020 Census impacts our community. And every community counts!
- The 2020 Census counts everyone. Make sure you're counted!
- Your voice counts, and we need to hear it on the 2020 Census.
- You make an impact here, and your 2020 Census response impacts our community.
- The 2020 Census helps businesses, researchers, and communities make decisions. Make the decision today to complete the census.
- Your answers to the 2020 Census are important, secure, and confidential.
- Funding for hospitals, schools, roads, and more is informed by census data.
- Your responses to the 2020 Census shape the future for our community.
- Shape the future for your community, for everyone from newborns to their grandparents, by responding to the 2020 Census.

Use these messages beginning in mid-March to encourage your community to respond to the 2020 Census.

- Help our community count in the 2020 Census.
- The 2020 Census is here. Shape our future today.
- Help shape our community's future. Complete the 2020 Census today.
- Everyone can play a part in ensuring a complete and accurate count in 2020. Do your part to shape the future for our community.
- Fill out the 2020 Census. It's the right thing to do.
- Fulfill your civic duty and complete the 2020 Census.
- You count. Complete the 2020 Census today.
- Looking for a chance to support our community? The 2020 Census is it.
- Respond to the 2020 Census online, by phone, or by mail, and shape our future today.
- Shape our future and encourage local congregations to respond to the 2020 Census.
- Don't miss your chance to respond. Make sure you're counted in the 2020 Census.

> Visit **2020CENSUS.GOV/PARTNERS** for additional social media content.

For more information, visit:

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Sample messages for emails, newsletters, and bulletins.

Help spread the word about the 2020 Census in your community through emails, newsletters, printed bulletins, and more. You can use the message below or tailor it to match your community's interests and concerns.

Subject line or title: Help [Insert name of organization here] community count in the 2020 Census.

Census data impacts decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than $675 billion. Census data informs funding for programs like the Supplemental Nutrition Assistance Program; Section 8 Housing; Pell Grants; the Special Supplemental Nutrition Program for Women, Infants, and Children; Temporary Assistance for Needy Families; the Children's Health Insurance Program; and more. These funds and programs are essential to the well-being of our families, our faith community, and our neighbors.

[Insert language specific to your faith community]

Beginning in mid-March, you can respond to the 2020 Census online, by phone, or by mail. Responding is quick and easy, and you can complete the census on your mobile device. All responses are confidential, and by law they cannot be used against you in any way. Respond to the 2020 Census today.

Visit **2020CENSUS.GOV** to learn more.

Sincerely,

[Insert your name]

Other materials available online.

Several resources are available to download and print at **2020CENSUS.GOV**, including:

- General information about the 2020 Census.
- Fact sheets about how the Census Bureau keeps personal information safe and confidential.
- Information about how to respond to the 2020 Census.
- Materials tailored to specific audiences, including Hispanics, immigrants, people experiencing homelessness, and others.
- Answers to frequently asked questions.
- Posters, half-page handouts, social media posts, and more that you can use to inform your community about the 2020 Census.
- Information about Complete Count Committees.
- A list of federal programs that are impacted by the 2020 Census.
- Guides in 59 languages that will help people to complete the 2020 Census.
- Additional ways to support the 2020 Census.

To make the 2020 Census accessible to everyone across our diverse nation, we have developed resources in several languages. Online materials that can be used to educate your audience about the 2020 Census and encourage them to respond are available in the following languages:

- Arabic
- Chinese - Cantonese
- Chinese - Mandarin
- English
- French
- Haitian Creole
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Tagalog
- Vietnamese

For more information, visit:

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Get in touch with the Census Bureau.

Join us as a Census Bureau partner. Get started at CENSUS.GOV/partners/join.html.

National organizations can contact the National Partnership Program at **CENSUS.PARTNERS@CENSUS.GOV.**

Regional and local organizations can contact their regional census center at:

- **Atlanta** – *serves Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina*
  Phone: 470-889-6800
  E-mail: Atlanta.rcc.partnership@2020census.gov

- **Chicago** – *serves Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin*
  Phone: 312-579-1605
  Email: Chicago.rcc.partnership@2020census.gov

- **Dallas** – *serves Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, Wyoming*
  Phone: 972-510-1800
  Email: Dallas.rcc.partnership@2020census.gov

- **Los Angeles** – *serves Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington*
  Phone: 213-314-6500
  Email: Los.Angeles.rcc.partnership@2020census.gov

- **New York** – *serves Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont*
  Phone: 212-882-2130
  Email: New.York.rcc.partnership@2020census.gov

- **Philadelphia** – *serves Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia*
  Phone: 267-780-2530
  Email: Philadelphia.rcc.partnership@2020census.gov

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