

Encouraging Response to the 2020 Census During COVID-19

Ideas to Encourage Response Amid Social Distancing

COMMUNITIES ACROSS THE COUNTRY ARE SHIFTING FROM FACE-TO-FACE EVENTS TO THE FOLLOWING IDEAS TO ENCOURAGE RESPONSE TO THE 2020 CENSUS.

Prioritize Low-Responding Areas

Analyze neighborhood response rates at the tract level.

- View the 2020 Census Response Rate map at <https://2020census.gov/en/response-rates.html>.
- Focus on-the-ground efforts specifically in areas with low response.

Be Visible at Open Locations

Have 2020 Census materials posted at grocery stores, COVID-19 testing sites, unemployment offices and food pantries.

- Outreach materials are available at <https://2020census.gov/en/partners/outreach-materials.html>.

Challenge Others

Challenge another community or neighborhood to a friendly Response Rate Challenge.

- A toolkit of challenge ideas is available at <https://2020census.gov/en/news-events/press-releases/response-rate-challenge.html>.
- Create lawn signs to promote the competition and invite local media to cover the challenge.

Include a Blurb

- Work with partners to include 2020 Census blurbs on utility bills, store receipts, etc.
- Provide customized drop-in articles for community-based organizations to include in their newsletters and mass e-mails.
- Use 2020 Census “Respond Now!” language on telephone hold messages.

Go Digital

- Host a 2020 Census Webinar or virtual town hall with community members.
- Host a 2020 Census live social media chat or local DJ party on Facebook, Twitter, Instagram, or Google Hangouts.
- Display 2020 Census banners or links on city Websites (mayor’s office, electrical companies, etc.). 2020 Census Web badges and banners are available at <https://2020census.gov/en/partners/outreach-materials/badges.html>.
- Start a “thunderclap,” or social media roadblock, where multiple partners in your area use the #2020Census hashtag and a “Respond now!” message on the same social media site at a particular date and time.

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For more information:

2020CENSUS.GOV

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- Post a blog or video message on internal or external channels to encourage people to respond to the census.
- Engage local influencers to create a public service announcement (PSA) and/or promote response to the #2020Census through social and local media (e-mail, local/regional TV and radio, and newsletters). A PSA toolkit is available at <<https://2020census.gov/en/partners/psa-toolkit.html>>.
- Share content on social media from <https://2020census.gov/en/partners/outreach-materials.html?tagfilter_list_copy=Type%7C2020census:type/social-media>.

Hold a Parade

Invite community leaders, local celebrities, sports figures and fire trucks to drive through low-responding neighborhoods in an informal parade.

- Grab attention with loud music, honking horns, and megaphones to urge the neighborhood to respond.
- Consider inviting a church marching band or school drumline to join—while social distancing—in the parade.

Call Households

- Some faith-based organizations are enlisting volunteers to call every member of their local congregation to ask if they have completed the census and, if not, they encourage response.
- Some cities are repurposing summer youth employee programs to help with calling residents.

Drop Off Flyers

Consider dropping off a flyer at every door in low-responding neighborhoods.

- Have the flyer explain why the census is important to that specific neighborhood.
- Consider including a picture and quote from a respected local leader to increase the flyer's relevance to the neighborhood.
- Encourage every householder to respond online, by phone, or by mail so a census taker does not have to visit later this summer.

Write the Editor

Write letters to the editor or op eds to encourage response.

Additional 2020 Census Resources

Toolkit for State and Local Officials—

<<https://2020census.gov/content/dam/2020census/materials/partners/2019-09/toolkit-state-local-officials.pdf>>

Spread the Word—<<https://2020census.gov/en/how-to-help.html>>

What is the Census video—

<www.youtube.com/watch?v=Eq-FMB4epw&feature=youtu.be>

Q&A for Stakeholders—

<<https://2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf>>

COVID-19 Press Kit—

<<https://2020census.gov/en/news-events/press-kits/covid-19.html>>

COVID-19 Data Hub—

<<https://covid19.census.gov/>>

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