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2020

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## Census Outreach 101 and What Community-Based Organizations Can Do

Factsheet Updated August 2020

**Questions? Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information. See census guidance on COVID-19 [www.CountUsIn2020.org/covid-19](http://www.CountUsIn2020.org/covid-19).**

Counting Asian American, Native Hawaiian, and Pacific Islander communities fully and accurately is critical to a successful census. You can help make sure that your community is counted in the 2020 Census! Here are some events and activities that community-based organizations can do to help spread the word.

### **Summer 2019 - Census Day PLANNING AND COORDINATION**



#### **Become a Census Bureau Partner**

We need Asian American, Native Hawaiian, and Pacific Islander community-based organizations who know our communities and know how to best reach them to volunteer to be Census Bureau Partners! Census Bureau Partners are census ambassadors that help create awareness about the importance of participating in the census. Census Bureau Partners can engage in a variety of ways – from sharing Census Bureau information and messaging, to hosting a workshop, to encouraging community members to apply for jobs with the Bureau. To become a Census Bureau Partner, visit [www.census.gov/partners/join.html](http://www.census.gov/partners/join.html) to sign-up and share information about your organization. You can also contact the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov), or contact your regional census office ([Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov), [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov), [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov), [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov), [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov), [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)).

*Time and Resource Commitments: **Small to Medium**. You can receive updates and share with your community!*



#### **Connect with or Establish a Complete Count Committee**

The Complete Count Committee program helps leaders coordinate outreach campaigns and is key to building awareness about the census. Complete Count Committees (CCCs) are often run by local government officials at the city or county level, and include representatives from a wide range of social, political, and economic sectors, such as churches or other religious groups, service-providers, civil rights organizations, local businesses, unions, and local media. Contact your local elected officials to ask if a CCC has been established and to find out how to get involved. If your local government has not created a CCC, call your elected official's office or set up a meeting to share why the census impacts your communities and why their support is vital.

*Time and Resource Commitments: **Small to Large**. If a CCC already exists, you can simply attend meetings to gather information and coordinate with other people. If you want to play a bigger leadership role, you can help organize the CCC.*

**Summer 2019 - Fall 2019**  
**PREPARE TO “GET-OUT-THE-COUNT”**

 **Create and Distribute Outreach Materials**

As you begin engaging your community, it is important to create outreach materials that will resonate with your target audience and encourage people to seek assistance and more information.

- Identify messages that will resonate with your community.
- Outreach materials might include: postcards, flyers, social media postings, text that is incorporated into newsletters, factsheets addressing questions and concerns about the census, and much more!
- Whenever possible, translate these materials into relevant languages and have community members review translations to ensure they are culturally competent. The Census Bureau has language glossaries in 59 non-English languages that include commonly used census terms to allow for consistency across translations. They can be found at [www.2020census.gov/en/languages.html](http://www.2020census.gov/en/languages.html).
- You can also share and access our videos, blogs, state factsheets, and more at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources).
- You can find Census Bureau outreach materials at [www.2020census.gov/en/partners/outreach-materials.html](http://www.2020census.gov/en/partners/outreach-materials.html).

*Time and Resource Commitments: **Small to Medium**. If you don't have time to create your own materials, you can distribute the materials available at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources). Or you can create your own!*

**Fall 2019 - Winter 2020**  
**RAISE AWARENESS OF CENSUS AND ENCOURAGE RESPONSE**

 **Start to Distribute Outreach Materials**

Distribute outreach materials – from short flyers to informative factsheets – to your community. You can incorporate information about the census into existing outreach work or organize events and campaigns specific to the census. You can also share information through email or social media.

*Time and Resource Commitments: **Small to Medium**. You can distribute materials through your existing programs, or spend additional time attending other community events and flyering at local businesses.*

 **Canvass Neighborhoods**

A great way to increase awareness about the upcoming census is to canvass specific neighborhoods, especially those that are home to people who may be wary of completing their census forms or may not understand the importance of an accurate count for their family and community. During your canvassing activities, please keep all COVID-19 pandemic health and safety guidelines in mind. You can door-knock or phone-bank before the census begins to raise awareness and also during the census to make sure people remember to respond and understand how to respond. Canvassing should be for *educational purposes* only. No one other than Census Bureau employees should go door-to-door to collect information for the 2020 Census. If door-to-door outreach is not feasible because of social distancing policies, you can canvass neighborhoods to drop door hangers or otherwise distribute educational materials to encourage census participation. You can identify areas where people are less likely to respond to the census by looking at a “hard-to-count” map of your area: [www.censushardtocountmaps2020.us](http://www.censushardtocountmaps2020.us). Roughly one in five Asian Americans and one in three Native Hawaiians and Pacific Islanders live in hard-to-count areas.

*Time and Resource Commitments: **Medium to Large**. It will take time to identify hard-to-count areas, come up with an action plan, and train the people doing outreach. This would be a great project if you have a group of volunteers that wants to help with census outreach.*



## Do Virtual Outreach

An effective outreach campaign should target people at various events and locations throughout the community. Attend virtual rallies, trainings, festivities, and community events and talk to your community about the upcoming census and the importance of being counted fully and accurately. Provide translated materials to share with community members.

*Time and Resource Commitments: **Small to Medium**. You can attend one event or many events! Every effort helps get out the count.*



## Plan Your Own Virtual Outreach Events

Not all educational events have to be large-scale productions. It can be as simple as bringing together people for a virtual brown bag lunch. You can also incorporate census outreach and education into your existing programming and services, such as clinics (per local health guidance), virtual membership meetings, virtual information sessions, virtual classes, and more, by sharing resources. If you help people fill out their forms due to language barriers or other challenges that do not allow them to fill it out themselves, be clear about your role – that you are not affiliated with the Census Bureau, but that you will not share their responses with anyone – and remind them that their census data are protected by strong confidentiality protections after their form is submitted. If you have more time, resources, and capacity, you can build energy and enthusiasm through a larger event and organize a virtual block party, virtual campus event, or a virtual house party.

*Time and Resource Commitments: **Small to Large**. Every effort helps – you can choose the size, type, and number of events that is right for you and your community.*

**March 2020 - September 2020**

**MOTIVATE ACTION AND ENCOURAGE RESPONSE**



## Set Up a Location Where People Can Get Information and Fill Out Their Forms

You can set up assistance centers to help community members (per local health guidance) with their census questions and submitting their census forms. You can assist people at your own organization's site, or you can work with trusted partners such as public libraries, schools, community centers, and more. Your assistance center can host events to raise awareness about the census, answer questions about the census, provide language assistance, share printed translated resources, and provide tablets or computers with internet access for submitting census forms.

Work with your state, county, and/or city Complete Count Committees to establish, coordinate, and publicize census assistance. Promote use of these spaces through social media, local social and cultural organizations, places of worship, community-based newspapers or newsletters, places of employment, service provider offices, and other places where people congregate. The Census Bureau will be launching its Mobile Questionnaire Assistance (MQA) program the week of July 13, 2020, as long as it complies with local and state policies around social distancing. MQA representatives will encourage people to respond to the 2020 Census in open, public places in the lowest responding areas of the nation. These are places where people naturally visit when leaving home to help increase self-response rates. People will be encouraged to respond on their own online or by phone. Locations for MQAs will include grocery stores and markets, food banks, laundromats, restaurants and grab-and-go eateries, unemployment offices, back to school drives, places of worship, and libraries. More information [here](#).

*Time and Resource Commitments: **Medium to Large**. It will take time to advertise the availability of questionnaire assistance, train people who are providing assistance, and host the event.*



## Utilize Communications Opportunities for Census Education

Engage local mainstream and ethnic media in the 2020 Census and distribute census information via your organization's newsletter, email lists, message boards, and whatever else you use to communicate with your members and clients. Use Facebook, Twitter, Instagram, Snapchat, WeChat, Whatsapp, and other platforms to share that the census is easy, secure, and vital to your community.

*Time and Resource Commitments: **Small to Large**. Every effort helps – from a few posts on social media to organizing a press conference!*

Be sure to download Asian Americans Advancing Justice's  
Community Engagement and Communications Toolkit to help you get started!

[www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources)