The webinar will begin shortly

Use the Q&A box to send us your questions.
Recording and slides will be sent out next week.
How to Get Out the Count During COVID Crisis
Founded in 2005, Nonprofit VOTE partners with America’s nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.
Featured Speakers

Natasha Quiroga  
2020 Census Protection Director & Senior Counsel, Lawyers’ Committee for Civil Rights Under Law

Isra Daraiseh  
Advocacy & Community Engagement Manager, ACCESS

Have questions for our speakers?  
Use the Q&A box to send us your questions!
EVERYONE SHOULD BE COUNTED

WWW.LAWYERSCOMMITTEE.ORG/CENSUS2020
Natasha Quiroga
2020 Census Protection Director & Senior Counsel
Lawyers’ Committee for Civil Rights Under Law
nquiroga@lawyerscommittee.org
202-662-8350
www.lawyerscommittee.org/census2020
COVID-19 Impact & Challenges

• In-person Census events and GOTC efforts put on hold
• People are worried about COVID-19 and losing their jobs
• Census Bureau field operations suspended
• Long wait times when calling the Census Bureau
• Census Bureau suspended the Call Back option
• Response rates compared with COVID-19 cases/dates/incidence rates show very slight positive correlation
# Census Bureau Operations (as of 4/7/2020)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Response Phase (online, phone, mail)</td>
<td>Until August 14</td>
</tr>
<tr>
<td>Update Leave (dropped off invites in rural areas)</td>
<td>March 29 – May 1</td>
</tr>
<tr>
<td>Mobile Questionnaire Assistance</td>
<td>April 13 – August 14</td>
</tr>
<tr>
<td>Early Nonresponse Follow-Up (NRFU)</td>
<td>May 7 – August 14</td>
</tr>
<tr>
<td>Nonresponse Follow-Up (NRFU)</td>
<td>May 28 – August 14</td>
</tr>
<tr>
<td>Service-Based Enumeration (count of people experiencing homelessness)</td>
<td>April 29 – May 1</td>
</tr>
<tr>
<td>Count of people experiencing homelessness outdoors</td>
<td>May 1</td>
</tr>
</tbody>
</table>

© Lawyers’ Committee for Civil Rights Under Law 2020
What’s the current response rate?

By Household
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in rankings here.

For questions, email responsesatemap@2020census.gov.
Responses received as of 4/6/2020.
Click here for technical details.
National Internet Self-Response
40.5%

Texas Internet Self-Response
36.3%

Self-Response Rate (%)
2020 Census Total Self-Response

### National Response Rate

<table>
<thead>
<tr>
<th>Total Response:</th>
<th>67,600,000 (households)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>45.7%</td>
</tr>
<tr>
<td>Internet:</td>
<td>40.5%</td>
</tr>
<tr>
<td>Daily Change:</td>
<td>▲ 0.6%</td>
</tr>
</tbody>
</table>

#### Ranking by State

<table>
<thead>
<tr>
<th>State</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>55.2%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>52.9%</td>
</tr>
<tr>
<td>Michigan</td>
<td>52.4%</td>
</tr>
<tr>
<td>Virginia</td>
<td>51.6%</td>
</tr>
<tr>
<td>Iowa</td>
<td>51.4%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>51.3%</td>
</tr>
<tr>
<td>Utah</td>
<td>50.9%</td>
</tr>
<tr>
<td>Washington</td>
<td>50.4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>50.4%</td>
</tr>
<tr>
<td>Kansas</td>
<td>50.1%</td>
</tr>
</tbody>
</table>

#### Household Responses by State

<table>
<thead>
<tr>
<th>State</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Alaska</td>
<td>90,000</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,400,000</td>
</tr>
<tr>
<td>Arkansas</td>
<td>660,000</td>
</tr>
<tr>
<td>California</td>
<td>6,900,000</td>
</tr>
<tr>
<td>Colorado</td>
<td>1,300,000</td>
</tr>
<tr>
<td>Connecticut</td>
<td>750,000</td>
</tr>
<tr>
<td>Delaware</td>
<td>210,000</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>180,000</td>
</tr>
<tr>
<td>Florida</td>
<td>4,500,000</td>
</tr>
</tbody>
</table>

#### Ranking by County (All)

<table>
<thead>
<tr>
<th>County</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, Wis</td>
<td>65.2%</td>
</tr>
<tr>
<td>Ozaukee, Wis</td>
<td>64.9%</td>
</tr>
<tr>
<td>Carver, Minn</td>
<td>64.9%</td>
</tr>
<tr>
<td>Waukesha, Wis</td>
<td>64.8%</td>
</tr>
<tr>
<td>Calumet, Wis</td>
<td>64.2%</td>
</tr>
<tr>
<td>Scott, Minn</td>
<td>63.9%</td>
</tr>
<tr>
<td>Los Alamos, NM</td>
<td>63.8%</td>
</tr>
<tr>
<td>Falls Church, Vrg</td>
<td>63.8%</td>
</tr>
<tr>
<td>Anoka, Minn</td>
<td>63.5%</td>
</tr>
<tr>
<td>Livingston, Mich</td>
<td>63.3%</td>
</tr>
</tbody>
</table>

#### Ranking by City (All)

<table>
<thead>
<tr>
<th>City</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westwood, IA</td>
<td>83.3%</td>
</tr>
<tr>
<td>Oakland Acres, IA</td>
<td>80.6%</td>
</tr>
<tr>
<td>Trout Valley, IL</td>
<td>78.6%</td>
</tr>
<tr>
<td>McClelland, IA</td>
<td>78.0%</td>
</tr>
<tr>
<td>Huntington Woods, MI</td>
<td>77.8%</td>
</tr>
<tr>
<td>St. Helens, NE</td>
<td>76.9%</td>
</tr>
<tr>
<td>Sobieski, MN</td>
<td>76.7%</td>
</tr>
<tr>
<td>Harwood, ND</td>
<td>75.8%</td>
</tr>
<tr>
<td>The Highlands, KA</td>
<td>75.6%</td>
</tr>
<tr>
<td>Foxfield, CO</td>
<td>75.3%</td>
</tr>
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### National Response Rate

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<tr>
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</tr>
<tr>
<td>3 Michigan</td>
<td>52.4%</td>
</tr>
<tr>
<td>4 Virginia</td>
<td>51.6%</td>
</tr>
<tr>
<td>5 Iowa</td>
<td>51.4%</td>
</tr>
<tr>
<td>6 Nebraska</td>
<td>51.3%</td>
</tr>
<tr>
<td>7 Utah</td>
<td>50.9%</td>
</tr>
<tr>
<td>8 Washington</td>
<td>50.4%</td>
</tr>
<tr>
<td>9 Illinois</td>
<td>50.4%</td>
</tr>
<tr>
<td>10 Kansas</td>
<td>50.1%</td>
</tr>
</tbody>
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### Household Responses by State

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<tr>
<td>Colorado</td>
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</tr>
<tr>
<td>District of Columbia</td>
<td>160,000</td>
</tr>
<tr>
<td>Florida</td>
<td>4,500,000</td>
</tr>
</tbody>
</table>

### Ranking by County (Texas)

<table>
<thead>
<tr>
<th>County</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Dallas</td>
<td>73.4%</td>
</tr>
<tr>
<td>2 Harris</td>
<td>71.6%</td>
</tr>
<tr>
<td>3 Harris County</td>
<td>71.3%</td>
</tr>
<tr>
<td>4 Collin</td>
<td>70.8%</td>
</tr>
<tr>
<td>5 Harris County</td>
<td>70.4%</td>
</tr>
<tr>
<td>6 Harris County</td>
<td>70.3%</td>
</tr>
<tr>
<td>7 Liberty</td>
<td>69.9%</td>
</tr>
<tr>
<td>8 Waller</td>
<td>69.8%</td>
</tr>
<tr>
<td>9 Williamson</td>
<td>69.7%</td>
</tr>
</tbody>
</table>

### Ranking by City (Texas)

<table>
<thead>
<tr>
<th>City</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Mountain City, Texas</td>
<td>69.2%</td>
</tr>
<tr>
<td>2 Garden Ridge, Texas</td>
<td>68.2%</td>
</tr>
<tr>
<td>3 Colleyville, Texas</td>
<td>67.0%</td>
</tr>
<tr>
<td>4 Murphy, Texas</td>
<td>65.1%</td>
</tr>
<tr>
<td>5 Brazos Bend, Texas</td>
<td>65.0%</td>
</tr>
<tr>
<td>6 The Hills, Texas</td>
<td>64.9%</td>
</tr>
<tr>
<td>7 Trophy Club, Texas</td>
<td>64.7%</td>
</tr>
<tr>
<td>8 Woodway, Texas</td>
<td>64.4%</td>
</tr>
<tr>
<td>9 Shavano Park, Texas</td>
<td>64.1%</td>
</tr>
<tr>
<td>10 St. Paul, Texas</td>
<td>63.8%</td>
</tr>
</tbody>
</table>

* "1,000,000" includes areas with populations greater than 1,000,000. Data may include responses collected on the Internet, by phone, and by mail in the 2020 Census.


Population Estimates, Population Division, U.S. Census Bureau

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Mapping "Self-Response" for a Fair and Accurate 2020 Census

U.S. response rate:

45.7% (as of 4/7/2020)
66.5% (2010 final self-response rate)

Click/tap the map to view the latest 2020 self-response rates plus comparisons with 2000 & 2010. Use the map to follow your state's census progress, and fine-tune your Get Out The Count campaigns — even as the coronavirus pandemic has complicated census outreach.

Filling out the census form right away means you’ll avoid a knock at your door later by a census taker whose job is to count you in-person. But remember that you can respond online, by phone, or mail until July 31Aug. 14 (this was extended on 3/20/20).

Self-response rates are important.
The rates represent the number of households that fill...
Census Hard to Count Mapping Application
https://www.censushardtountcountmaps2020.us/

- Where the Census Bureau will be sending mailings or hand-delivering census packets
- Population characteristics thru 2018 by tract, county, state, or legislative district
- Hard-to-count tracts & details about how much of the area's population may be at risk of an undercount
- Local resources in hard-to-count areas
- Search by census tract, address, ZIP Code, landmark, county, state, or legislative district
Navarro County response rate:
37.9% (as of 4/7/2020) 59.7% (2010 final self-response)

So far, most households have responded online. The internet response rate as of 4/7 is 24.4.

Keep it up! Filling out the census on your own — online, by phone, or mail — is the best way to get counted.

Higher self-response rates mean fewer people are likely to be missed or counted inaccurately and fewer households will have a visit from a census taker to be counted in-person. It also means this county has a better chance at receiving its fair share of services and political representation.
Common Hotline Questions
“How can I be counted?”

Phone: 844-330-2020

Online: my2020.census.gov

Mail: Mail back the form
“I haven’t received a Census letter or a Census ID, how can I be counted?”

Or call 844-330-2020

Paper forms will be mailed starting April 8th
“Do I have to complete the Census form before I can get my stimulus check?”

NO!

The stimulus is meant to help people who are in economic need as a result of the COVID-19 health pandemic. It is not connected with the Census.

The Census Bureau must keep your information confidential and cannot share it with other government agencies.

SO... I’M A COLLEGE STUDENT
AND MY CAMPUS IS CLOSED
DUE TO THE PANDEMIC.
HOW DO I TAKE THE
CENSUS???

Ok, you need to complete your Census for where you would have been if you hadn’t had to relocate. We’ll help make sure you’re counted in the correct place!

Did you live on campus or off campus?

ON CAMPUS

Your campus administrators will include you in their count, so you’re good!

FOCUS ON CENSUS

Focus your energy on making sure your friends & family complete their Census!

OFF CAMPUS

Do you have your Census ID?

I don’t have it! What do I do?

I’ve got it and I’m going to fill out the Census now!

Fill out the Census using that address, not the location you relocated to. Be sure to include your roomies or housemates! You can respond online, by phone, or by mail.

I don’t have your Census ID, don’t worry! You can complete your Census without it. Get that Census done!

CENSUS 2020

Shape your future START HERE

CONGRATULATIONS! You’ve completed the Census and created a lasting, positive impact on your community!

Fill out your Census at 2020census.gov!
“I have to report a problem....”

• I can’t submit my form online
• I can’t get through to the US Census Bureau
• I saw a Facebook post with misinformation about the Census
• Any problem related to the Census!
Resources
Questions about the census? Problems filling out the form? CALL OUR HOTLINES!

888-COUNT20 (888-268-6820)
English

877-ELCENSO (877-352-3676)
English / Español

844-2020-API (844-202-0274)
English / Asian languages (Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, Bengali/Bangla)

833-3DDOUNI (833-333-6864)
English / Arabic
1. When does the census start and end?
2. Do I have to fill out the census form? Does everyone in my house fill out a form?
3. Will my answers be kept confidential?
4. Why are we being asked to respond online?
5. What happens if I am temporarily living with a relative?
6. What happens if I don't fill out the form?
7. Do I have to list my children, and what about children in college?
8. Will I be asked to provide my social security number?
9. Will I be asked about my citizenship status?
10. Will the questionnaire be available in other languages?

For answers to these and other questions — EMAIL OR CALL THE HOTLINE!

888COUNT20@LAWYERSCOMMITTEE.ORG
888-COUNT20 / 888-268-6820
Census FAQ

Problem with the Census? Call the Census Hotline at 888-COUNT20

Call the Census Hotline

Questions about the census? Problems filling out the form? CALL OUR HOTLINE!

The Census Bureau every 10 years and is responsible for the allocation of resources and redistricting.

Mark your calendar for Census Day, which is April 1, 2020. You can respond online at My2020Census.gov, call the Census Bureau at 844-330-2020, or mail back the paper Census questionnaire you may have received in the mail. April 1 is not a deadline - you can respond before or after that date. But do it as soon as possible. Encourage your family, friends, and everyone else you know to do the same.

The U.S. Census Bureau is monitoring the impact of COVID-19 to ensure that everyone is counted while protecting the health and safety of the public and staff. To learn more, as well as download a Counting College Students fact sheet, click here.

Contact Us

888-Count-20 (888-268-6820)

888Count20@lawyerscommittee.org

Litigation

Resources

Webinars

Frequently Asked Questions

© Lawyers’ Committee for Civil Rights Under Law 2020
Need Census Hotline Materials?

https://tinyurl.com/censusmaterials

Post cards, stickers, buttons, business cards!
Census Counts [https://censuscounts.org/](https://censuscounts.org/)

Resources

As the 2020 Census approaches, Census Counts has the resources that you need to prepare.

- Resources for Hard To Reach Communities
- Trainings
- Get Out The Count Toolkit

© Lawyers’ Committee for Civil Rights Under Law 2020
Census Counts Chat Bot
Resources

Census Protection Hotline  https://lawyerscommittee.org/census2020/
  - Census FAQ (100+ Questions)
  - Census Hotline Materials

Census Counts  https://censuscounts.org/covid-19/
  - Chat bot

2020 Hard-to-Count Mapping Application
  http://www.censushardtocountmaps2020.us/

Mapping Application Tutorial
  https://mailchi.mp/da4ad37868ba/census2020-htc-map-updates-feb-2020

US Census Bureau Response Rates
Question & Answer

Use the Q&A box to send us your questions.
CENSUS 2020: REMOTE OUTREACH

Sharing Strategies & Tactics for Outreach Amidst a Pandemic

By: Isra Daraiseh
Advocacy & Community Engagement Manager
Who is ACCESS?

ACCESS (Arab Community Center for Economic and Social Services) has been serving the community for more than 47 years. Founded by a group of dedicated volunteers in 1971 out of a storefront in Dearborn’s impoverished south end, ACCESS was created to assist the Arab immigrant population adapt to life in the United States.

Today, ACCESS is the largest Arab American community nonprofit in the United States. With 11 locations and more than 120 programs serving metro Detroit, ACCESS offers a wide range of social, economic, health and educational services to a diverse population.

ACCESS continues to honor its Arab American heritage while serving as a nonprofit model of excellence. The agency is dedicated to community-building, focused on service to those in need. Through its three national institutions like the Arab American National Museum (AANM), the National Network for Arab American Communities (NNAAC), and the Center for Arab American Philanthropy
STRATEGY/APPROACH:

- **INTERNAL APPROACH**
  - Layering census into existing programming
    - Training department staff on the census for phone banking, engaging clients from all departments through a layering process.
    - Embed census outreach through all touch points
      1. Free lunch giveaway
      2. Testing Center

- **EXTERNAL APPROACH**
  - Phone Banking & Texting
    - Staff, volunteer, intern outreach
  - Hotline
  - Social Media
    - FB Frame (free)
    - Video Challenge
    - Virtual Events
    - Posting weekly
  - Email
    - Eblasts
    - Newsletters
    - Email Signature
  - Door Hangers
    (while practicing social distancing)
  - Mailing letters to HTC communities
    - VAN & Melissa data to help this effort
PRE-COVID-19 Resources: PLEDGE CARDS

WHAT IS THE CENSUS?
The Census is a simple form used to count everyone living in the United States and make sure government resources are distributed equally.

WHO WILL BE COUNTED?
Citizens and non-citizens of all ages living in the U.S., including children.

WHEN?
Starting in March 2020, households will receive a letter from the U.S. Census Bureau with instructions on how to fill out the survey online.

The Census will NOT ask you for:
- Immigration Status
- Social Security Number
- Driver's License number

Questions about the Census?
Call us: 619.285.5211

WHY IS THE CENSUS IMPORTANT?
Your survey response will help your community get its fair share of government resources for housing, schools, roads, health care, and more. Additionally, Census data is used to determine how many representatives your communities have in Congress. It's important for every household to complete the Census because each response gives us an accurate count of what our families need.

HOW TO BE COUNTED?
Complete the 10-question form that takes approximately 10 minutes and submit your survey online. Legally, the Census Bureau cannot share your information with anyone. Your answers are submitted anonymously, and personal information such as where you live and who lives in your home will be kept safe.
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Questions about the Census?
Call us! 810.877.0470
Email us! staff@aahcflint.org

An accurate Census count starts with me. I pledge to complete the 2020 Census and support Arab American communities!

Name: ____________________________
Address: __________________________
Mobile Phone: _____________________
Email: ____________________________

___ Please send me a text reminder to fill out the 2020 Census.  
[ ] Arabic [ ] English [ ] Spanish

___ I want to volunteer to help get out the count.
POST COVID-19 OUTREACH

Strategies & Tactics ACCESS has utilized, that you can too!
TACTIC: EMAIL SIGNATURE
TACTIC: Weekly E-Blasts

**Themed**

- Consistent messaging is key
  - If using MailChimp, impact is trackable

- Easy way to plug:
  - Digital pledge card
  - Your website
  - Campaigns (like video challenge)
TACTIC: E-Blasts (general & privacy theme)
TACTIC: E-Blasts (families theme)

We All Count
CENSUS 2020
ACCESS

Bring the family together and make sure you all count!

How to complete the survey online: When you receive your invite, be sure to respond to the Census form as soon as you receive your invitation.

Do you have children in your household? Make sure they’re counted.

In the 2010 Census, the government estimates it undercounted America’s children by as much as 2.2 million. Every person in each household counts on the Census, including children under 6 years of age. Filled out accurately, the Census ensures classrooms get the federal funding they need and communities the democratic representation they deserve. This means that counting children can help them get the federal funds they need to thrive.

Check out these helpful resources!

- The WE COUNT! Book is a full-color, illustrated children’s counting book that guides households on how to report children for the census, covering complicated living arrangements and diverse American families.
  - Download free eBooks in 15 languages—Arabic, Spanish, Chinese, Bengali and more!
- A Sesame Street video and a Nickelodeon video on the importance of counting children.
- A video of Sesame Street friends on TODAY talking about the Census.

Need help completing the Census?

Do you or someone you know need assistance in completing the Census? We’re here to help. Give us a call at 313-451-2011 and we can help you successfully complete the survey. Leave a message with your name and number so members of our staff can call you back if needed.

Our communities have a lot to lose if they are not counted in 2020. While we must do our part to ensure everyone can participate in the Census, a full and accurate count ultimately starts with you. Stand up for Arab American communities by taking the pledge to be counted in April.

Need help completing the Census?

Do you or someone you know need assistance in completing the Census? We’re here to help. Give us a call at 313-451-2011 and we can help you successfully complete the survey. Leave a message with your name and number so members of our staff can call you back if needed.

Our communities have a lot to lose if they are not counted in 2020. While we must do our part to ensure everyone can participate in the Census, a full and accurate count ultimately starts with you. Stand up for Arab American communities by taking the pledge to be counted in April.

Pledge to be counted today!

Already taken the pledge? Use our photo frame to show your Facebook friends that you’re ready for Census 2020. Click here to view the frame.
TACTIC: E-Blasts (disability)

People with Disabilities: Be Counted!

With the Census now live, it is important that people with mental and physical disabilities be counted with their families. Nearly 1 in 5 people with disabilities live in areas that are considered "hard-to-count" meaning they are at risk of being undercounted and in turn neglected.

It’s critical that people with disabilities complete the census because an undercount leads to less federal funding for resources. The Census data shows how much funding out of billions of dollars goes into various communities including communities of people with disabilities. This means, less funding support special education programs, special education grants, healthcare programs like Medicaid, and more. In addition, census data helps bring attention to the disparities in housing, health care, employment, voting accessibility, and education, that often pose as barriers for our communities with disabilities.

Having accurate data and accurate census responses, helps advocates, community leaders and elected officials bring light to these disparities and a positive change around those issues. Although disability-related question not be asked, the disability community must fill out the Census because deserve to be recognized and deserve the funding dedicated to them. Be counted and get the equal political representation and funding that you and your right to!

Must See Resources!

- What is the Census? — This 3-minute video will give a straightforward explanation of what the Census is, how to fill it out, what questions are asked, what it will do and not do and what to watch out for. An English caption is included.

  Additionally, please check out disabilitycounts2020.org for videos explaining why the Census matters to disabled people. Videos in English, Spanish and ASL are available.

- FAQs by the Disability Community About Census Operations — Will the 2020 Census be accessible? Need assistance with filling out the Census? Check out the link to learn more to better help with filling out the Census and to address whatever other concerns there may be.
TACTIC: DIGITAL PLEDGE CARD

Pledge to complete the 2020 Census!
Pledge to complete the 2020 Census!

Our communities have a lot to lose if they are not counted in 2020. Michigan could lose $1,800 per person in federal support for programs that provide food, housing, roads, and schools - things our communities need to thrive. Additionally, we could lose representation in Congress, reducing the impact of our voices.

We only have one chance to be counted every ten years, and our communities are depending on us. Take the pledge to fill out the 2020 Census and make sure you and your family are heard. Your response helps us ensure everyone is ready to be counted, and you will also receive important reminders about the Census.

A full and accurate count starts with you. Stand up for Arab American communities by taking the pledge to complete the 2020 Census!

*Between March 12 - 20*, every household will receive a letter from the Census Bureau with detailed directions on how to complete the survey online, over the phone, or in person. Keep an eye on your mailbox. You should respond to the Census as soon as you receive your invitation.

To learn more about ACCESS, visit accesscommunity.org

* Required

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Frequently Asked Questions about the Census.

WHAT IS THE CENSUS?
The Census is a simple form used to count everyone living in the United States and make sure government resources are distributed equally.

WHO WILL BE COUNTED?
Citizens and non-citizens of all ages living in the U.S., including children.

WHEN?
Starting in March 2020, households will receive a letter from the U.S. Census Bureau with instructions on how to fill it out.

WHY IS THE CENSUS IMPORTANT?
Your survey response will help your community get its fair share of government resources for housing, schools, roads, health care, and more. Additionally, Census data is used to determine how many representatives our communities have in Congress. It’s important for every household to complete the Census because each response gives us an accurate count of what our families need.

HOW TO BE COUNTED?
Complete the 10 question form that takes approximately 10 minutes and submit your survey online. Legally, the Census Bureau cannot share your information with anyone. Your answers are submitted anonymously, and personal information such as where you live and who lives in your home will be kept safe.

The Census will NOT ask you for:
- Immigration Status
- Social Security Number
- Drivers License number

WHERE CAN I FIND MORE INFORMATION ABOUT THE CENSUS?
(1) To learn more about Census 2020, visit: census.gov
         aaiusa.org/yllaccountmein

         (2) To see a sample of what the Census 2020 form looks like, visit:
**TACTIC: SOCIAL MEDIA**

- **POSTS & PHOTO FRAME**
- **VIDEO CHALLENGE**
- **VIRTUAL EVENTS / TOWN HALLS**
April 1 is Census Day -- and in the middle of the COVID-19 pandemic, it is even more critical for us to take an accurate snapshot of our nation. When everyone is counted, our communities get their fair share of federal funding to help keep all people safe and healthy. Health care, education, and emergency planning all depend on getting a complete census count. Help your community by responding to the #Census2020 today.

Thank you to the The Leadership Conference on Civil and Human Rights for investing so much in our communities being counted!
TACTIC: SOCIAL MEDIA - POSTS

The U.S. Census is now live! The form is available in 13 different languages, and resources are also available in 59 languages.

Removing language barriers is critical so non-English speakers can have their voices heard.

English

العربية

Español

and more!
TACTIC: SOCIAL MEDIA - PHOTO FRAME
Today we’re launching the Census 2020 #WeAllCount Challenge to raise awareness about what’s at stake with this year’s count. Hear ACCESS staff kick off our campaign by sharing the importance of Arab American visibility in the Census and the need to use our voices to elevate our needs. These are troubling times, and we know that sometimes you need a distraction. We invite you to join the individuals who are standing up for our community by taking this challenge. Record a short video talking about why the Census matters to you and how you will be answering the race question. Use #WeAllCount to be entered to win a pair of Airpods! A sample script and talking points can be found in our toolkit: https://bit.ly/ACCESSCensusToolkit.
TACTIC: SOCIAL MEDIA - Video Challenge

Census 2020 #WeAllCount Challenge Tool-Kit

We only have one chance to fill out the Census every ten years, and our communities are depending on us to do all we can for a full and accurate count. We’ve launched the Census 2020 #WeAllCount Challenge to raise awareness about what’s at stake with this year’s count. Hear ACCESS staff kick off our campaign by sharing the importance of Arab American visibility in the Census and the need to use our voices to elevate our needs.

Check out our launch video for inspiration, HERE!

Join the individuals who are standing up for our community by being counted. Record a short video talking about why the Census matters to you and how you will be answering the race question. Use #WeAllCount to be entered to win a pair of Airpods! A sample script and talking points can be found below.

ACCESS Social Handles:
Instagram and Facebook: @ACCESSCommunity
Twitter: @ACCESSNY1971

Prompts/Talking Points:
1. Your name / organization / city/ state / affiliation
2. Some short sentence about the importance of completing the census
   a. Our communities have a lot to lose if they are not counted in 2020
3. How you identified under race/other: an Arab nationality(ies)
4. Why completing the census is important
5. Ask the viewers to join and share their video & why they completed it
6. Ask to tag ACCESS & the hashtag #WeAllCount so that you can be entered into a contest

Sample Script 1
*Hi/ Massaha everyone! I’m _______ (name/ organizational affiliation, city, state), and I just filled out my Census. I checked ‘Some other race’ for racial category, and wrote in _______ (Palestinian/Egyptian/ Jordanian/ Lebanese/Sudani, etc). Did you know you could fill out the census online right now, too? The Census determines federal money for food, housing, health programs, roads, and schools. Our communities have a lot to lose if they are not counted in 2020, and we need to do our part to make sure we have an accurate picture of what our neighbors need. Will you please join me in making your own video? If you upload your video
TACTIC: SOCIAL MEDIA - Video Challenge

Thank you, Congresswoman Rashida Tlaib, for taking the #WeAllCount Census Challenge! Hear her and her son, Adam, discuss why being counted is critical to ensuring every community receives the support they need, like health care, education, food assistance programs, and more. We’re also ready to fight for Arab American representation with a MENA category in the next Census. #FridayFeeling

Rep. Tlaib is one of many individuals who are standing up for our communities by taking this challenge. Record a short video talking about why the Census matters to you and how you will be answering the race question. Use #WeAllCount to be entered to win a pair of Airpods! A sample script and talking points can be found in our toolkit:

Thank you for tuning into yesterday’s Census 2020 Virtual Town Hall! We hope you took the time to be counted during this critical moment to make sure you and your community receive the support needed to thrive.

One of our Town Hall speakers, Madha Tariq (Deputy Director of the Community Health & Research Center), completed the Census with her daughter Zara. They also participated in the #WeAllCount video challenge! Hear why it was important to be counted in the video below. We encourage you to take the challenge and spread the word about the Census. Learn more: http://bit.ly/ACCESSCensusToolkit
TACTIC: SOCIAL MEDIA - Virtual Event

ACCESS

Published by Jazmine Salas | April 1 at 12:06 PM

Today is Census Day! In celebration of the national launch of Census 2020, we’re hosting 2020 Census Day: Virtual Event, a digital community conversation and Q&A featuring ACCESS staff discussing the importance of getting counted.

- Our very own Madhiha Tariq from ACCESS’ Community Health & Research Center will be kicking off our event at 12:30 p.m. with a discussion on Census and health care.
- Tune in at 2:30 p.m. to hear Anisa Sahoubah, Director of our ACCESS Youth & Education... See More
TACTIC: PHONE BANKING

- Agency wide effort
  - Wellness-check on clients
    - layering census question
- Volunteer/Interns
  - Create script
  - Provide links of resources as FYI
  - Train for 20-30 minutes
    - Practice / Mock Phone Bank
**TACTIC: PHONE BANKING via Google Voice**

- **Google Voice**
  - Ask everyone to download it to protect their phone numbers when phone banking
  - Free & easy to use

- **Hotline / Questions**
  - One point person to have a main number when communicating to clients who they can call if they have questions.
  - Offices being closed caused issues for some partners to have
TACTIC: Texting via HUSTLE

Hey Katerine! This is Jenna from Time for Change. We’re having an event Monday the 23rd at 6pm! Are you free?

Yeah, I sure am! Where’s it at?

It’s going to be at the Central Library at 837 Oak St. See you there!

Yay I’m excited!
CONTACT ME:

Isra Daraiseh
Advocacy & Civic Engagement Manager

Idaraiseh@accesscommunity.org

810-874-9152 CELL