

Important Talking Points

1. Make it clear you are **NOT the US Census Bureau**, but you are an organization that wants to make sure everyone in our community is counted.
2. This is one big, **team effort** with local governments, nonprofits, community foundations, and the US Census Bureau to support a complete count.

“Be counted in the 2020 Census.
When you respond, everyone benefits.”

WHAT is the census?

- Government survey that asks basic questions like age, name, race, and ethnicity about each person living in your household
- Required by law for all people living in the United States
- Will NOT ask about immigration or citizenship

10 questions, 10 minutes, 10 years

The Census is **Safe and Confidential**

- The Census response website is **safe and secure** with sophisticated cybersecurity measures.
- Your census response is protected by **extremely strong laws**.
- The Census Bureau is **NOT** allowed to share your personal information with anyone, including ICE, police, or other agencies.
- The Census Bureau can only use your response to create **general information about the population**, like how many people live in your city, and statistics about age, gender, and race.

The Census Bureau **CANNOT** share individual information about you.

WHY do we get counted?

Census data is combined into statistics that are used to make important policy and budget decisions:



Build better roads and schools



Create jobs



Fund community programs for seniors, children and families



Improve housing

Each person not counted could result in a loss of \$1,500-\$1,700/year in community funding for the next 10 years.

WHO counts in the census?

EVERYONE! All people living in the United States on April 1, 2020, including:

- Babies, young children, and seniors!
- Immigrants
- Formerly incarcerated individuals
- People not living in houses or apartments

Everyone within a residence is counted regardless of their relationship, including:

- Relatives and extended family living in the home
- Non-family renters living in the garage or in a backyard unit
- If you are unsure if people in your residence have already been counted somewhere else, count them anyway!

WHEN do we get counted?

Census Day is officially **April 1, 2020.**

- Most people can respond online, by phone, or by mail between March and April 2020
- People who do not take the census by April 30, 2020 will be visited by a Census Bureau worker **between May and July**

We are encouraging everyone to respond online,
by phone, or by mail **before April 30, 2020**

WHERE do we get counted?

- We are counted at our usual place of residence (where we live and sleep most of the time)
- People experiencing **homelessness** will be counted at service locations (shelters, soup kitchens, etc.) or outdoors **between March 30 and April 1**
- People living in “**transitory locations**” (RV parks, motels, etc.) will be counted where they sleep in **April**
- People living in “**group quarters**” (college on-campus housing, nursing homes, correctional facilities, etc.) will be counted at those locations **between April and June**
- While recommended, one is NOT required to have a census ID number or address to respond online or over the phone

Know your audience – which of these is relevant to them?

Common Sense Safety Measures

1. Double check hyperlinks – ensure they come from trusted messengers (like @census.gov) and/or lead to secure domains (<https://>) before you click on them.
2. The Census will NEVER ask you for your Social Security Number, your bank account or credit card number, or money or donations.
3. Do NOT give your census response to someone to put into the website for you later.
4. When using public computers, be sure to not save your passwords, to log out of email accounts, and to delete your downloads.
5. Only Census Bureau employees are sworn under oath for life (under penalty of prison and a significant fine) to protect the confidentiality of your census response.
6. Double check the identity of Census Takers who visit your home by asking to see an ID badge – it should have their photo, a U.S. Department of Commerce watermark, and an expiration date.

Addressing Mis/Disinformation

- **DO NOT** speculate, give examples of, or repeat disinformation
- **DO NOT** let the conversation focus on the threat of disinformation
- **DO** double check and seek evidence
- **DO** pivot to other positive, productive messaging

Contact census@dayfoundation.org with any questions or concerns and we will work to vet it for you.

Outreach Resources

1. [Outreach materials \(sortable by audience\)](#)
2. [PSA videos](#)
3. [Language guides, glossaries, and templates](#)
4. [Jobs information](#)

Need something? Ask before you create!

Email us at census@dayfoundation.org