



# 2020 CENSUS Toolkit for Nonprofits



## Get Out the Count Timeline & Tips

Fall 2019	January-March 2020	April 2020	May-July 2020
<p><b>Educate your staff, board, and volunteers:</b> add a discussion about the importance of the Census to the agenda of your next board meeting, staff meeting, and volunteer gathering.</p> <p><b>Train staff to talk about the Census</b> with clients: encourage staff to bring up the Census as part of regular conversations with your community.</p> <p><b>Connect with your local Complete Count Committee</b> to get more resources and coordinate with other organizations and coalitions.</p> <p><b>Hang posters</b> in your offices, meeting spaces, community rooms, and bathrooms</p> <p><b>Explore funding opportunities</b> to see if any are right for your organization</p> <p><u>Resources:</u></p> <ul style="list-style-type: none"> <li>• Funding Opportunities for Nonprofits</li> <li>• What is the Census and Why is it Important to my Community?</li> <li>• 10 Easy Things Your Nonprofit Can Do for the 2020 Census</li> <li>• Poster or Flyer</li> </ul>	<p><b>Add in Census information to your ongoing activities</b> so it doesn't take time or expense.</p> <p><u>Examples:</u> Send flyers home with children or include them on meal trays.</p> <p>Hand out flyers at community events and meetings, and keep a stack of flyers in the reception area</p> <p>Include a paragraph explaining why the Census is important to your community in your newsletter</p> <p>Use social media to raise awareness with small “bites” of information and reminders posted regularly.</p> <p><u>Resources</u></p> <ul style="list-style-type: none"> <li>• Hand out or flyer</li> <li>• Sample article</li> <li>• Sample social media</li> </ul>	<p><b>April 1 – Have a Census Day Party</b> Invite clients, community members, staff, and volunteers to participate.</p> <p><b>Chances are you already use forms every day. So add this sentence to your forms:</b> Have you filled out the Census questionnaire? Offer to help if they haven't.</p> <p><b>Remind everyone that it's time to fill out the Census questionnaire.</b></p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Call clients</li> <li>• Send home flyers with children</li> <li>• Include it when giving presentations or in community meetings.</li> </ul> <p>Have computers &amp; phones available for use by program participants to fill out Census questionnaire online</p> <p><b>Raise awareness</b> through social media</p> <p><u>Resources</u></p> <ul style="list-style-type: none"> <li>• Language Resources</li> <li>• Flyer</li> <li>• Sample article</li> <li>• Sample social media posts</li> </ul>	<p><b>Keep posters up</b></p> <p><b>Continue to remind</b> clients, members, participants about the Census.</p> <p><b>Report disinformation</b> or problems with the Census survey.</p>