



2020 CENSUS Toolkit for Nonprofits

10 Easy Things Your Nonprofit Can Do for the 2020 Census

Helping make sure every California resident is counted in the Census is a powerful way nonprofits “stand up” for our communities. There is no perfect way to engage people: the key is to find a few ways that fit your organization, and build onto your existing activities rather than adding new things to do. Nonprofit staff are busy, and the tips below won’t take a lot time or expense. Find more ideas at www.calnonprofits.org.

1. Educate your staff, board, and volunteers: add a discussion about the importance of the Census to the agenda of your next board meeting, staff meeting, and volunteer gathering.
2. Train staff to talk about the Census with clients: encourage staff to bring up the Census as part of regular conversations with your community.
3. Connect with your local Complete Count Committee to get more resources and coordinate with other organizations and coalitions.
4. Add Census awareness to your ongoing activities – for example:
 - Post flyers around your office, in bathrooms, or on community bulletin boards.
 - Send flyers home with children or include them on meal trays.
 - Hand out flyers at community events and meetings.
 - Keep a stack of flyers in the reception area and encourage staff to talk about it.
 - Include a paragraph explaining why the Census is important to your community in your newsletter and in your email blasts.
 - Use social media to raise awareness with small “bites” of information.
 - Send reminders to employees by email or include Census reminders in pay stubs.
 - Let donors know about your Census efforts – and why it’s so important that your community participate.
5. **April 1** – host a Census Day Party! Invite clients, volunteers, donors, staff, board members, and families to participate.
6. Add reminders to fill out the Census to your regular forms. Offer to help if they have not completed it yet.
7. Make computers or tablets available for participants to fill out the Census questionnaire online.
8. Call clients or organize a volunteer phone-a-thon reminding people to complete the Census online.
9. Use social media to raise awareness and encourage participation.
10. Add this line to your email signature: “Have you completed the Census survey yet? Click here for more information.”