Census 2020
Get Out the Count Toolkit

A toolkit for community organizations to educate and mobilize the Latino community to Get Out the Count in 2020.
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Introduction

Hispanic Federation (HF) is the nation’s premier Latino nonprofit member organization. Founded in 1990, HF seeks to support Hispanic families and strengthen Latino institutions through work in the areas of education, health, immigration, civic engagement, economic empowerment, and the environment.

Under our core mission of empowering and advancing the Latino community, HF has launched its ¡Todos contamos! / We all Count! campaign, an effort designed to educate and mobilize Latino communities across the country to participate in the 2020 decennial Census.

Mandated by the Constitution of the United States, the census requires every person within the United States to be counted. This population count serves the purpose of obtaining crucial information and data that determines the allocation of resources and representation for our communities. Ensuring a fair and accurate count is critical, as it will shape our nation’s democracy, public policy, and economy.
WHAT IS THE 2020 CENSUS?
The 2020 Census (or decennial census) is a count of every individual residing in the United States, as mandated by Article I, section 2 of the Constitution, that takes place every 10 years.

The census is a complex operation to collect important demographic, social, and economic information, serving as the country’s only source of reliable nationwide and community-level data. Data collected during the Census determines how the federal government designates over $800 billion to local communities and establishes how many seats each state receives in the U.S. House of Representatives.

CENSUS TIMELINE
According to the U.S. Census Bureau, the implementation of the 2020 census will happen between March and July of 2020. During this time, households can complete the census questionnaire online, by phone, via mail, or through a Census Enumerator.

### 2020 CENSUS TIMELINE

**MARCH 2020**
- The first invitation to complete the census questionnaire online will be mailed to households in mid-March
- The Census questionnaire can be completed online or by phone between March and July 2020

**APRIL 2020**
- April 1: Census Day!
- The paper questionnaire form (available in English and Spanish) will be mailed to households at the beginning of April.
- Households can complete the census questionnaire by mail between April and July 2020.

**MAY - JULY 2020**
- Census Enumerators will be knocking on doors between May and July 2020 to follow up with some households who have not completed the census questionnaire online, by phone, or by mail. The majority of this follow-up will happen during the month of May.

WHO IS COUNTED?
It is required by law that every person living in the United States, regardless of age or citizenship status is counted in the census.
Census 101

WHY IS IT IMPORTANT?
The Census determines how the federal government designates over $800 billion each year. Accurate Census data is key when designating these funds to states and localities. These federal funds go to programs that directly benefit communities in the areas of education, healthcare, transportation, housing, and others, including programs such as:

- Medicare and Medicaid
- Section 8 Housing
- State Children’s Health Insurance (CHIP)
- Supplemental Nutrition Assistance program (SNAP)
- Women, Infants and Children (WIC) benefits program
- Head Start/Early Head Start Programs
- School breakfast/lunch programs
- Grants to local education agencies
- Special education grants
- Highway planning and construction

The Census also determines our political representation in Congress. Every ten years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets. After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts. The House of Representatives is a part of the U.S. Congress, and works to pass federal laws.

WHY SHOULD I PARTICIPATE?
Participating in the Census will ensure that our communities receive their fair share of resources. If there is an undercount in the 2020 Census, services like healthcare and education will receive funding cuts, affecting the accessibility and quality of such programs. Resources determined by the Census are essential to the health, wellbeing, and advancement of our communities, particularly immigrant communities of color. We must participate, stand together, and ensure our representation!

WHAT ABOUT THE CITIZENSHIP QUESTION?
In a 5-4 decision the U.S. Supreme Court—America’s highest court—upheld part of a federal judge’s ruling barring the citizenship question. SCOTUS found the Trump administration did not give an adequate explanation for its plan to include the citizenship question on the 2020 census. The case was sent back to the lower court. The Trump Administration has stated that they will not include the citizenship question in the 2020 Census. This represents an incredible victory for democracy and our communities!
IS THE INFORMATION PROVIDED ON THE CENSUS PROTECTED?
By law, the Census Bureau is required to keep all Census information confidential. The confidentiality provision of the Census Act, or Title 13 of the U.S. Code, safeguards the privacy of all Census information and prohibits the use of it for any purpose other than producing statistical data.

Title 13 provides strong protections for the information the Census Bureau collects from individuals and businesses. As a result, the Census Bureau has one of the strongest confidentiality guarantees in the federal government. The Census Bureau publishes only aggregated statistics that do not reveal information about individuals, households, or businesses.

No personal or private information collected on the Census can be shared with any federal, state or local agency, entity, or court of law. Title 13 makes it very clear that the data the Bureau collects cannot be shared for nonstatistical purposes—including law enforcement. This includes the Federal Bureau of Investigation (FBI), Immigration and Customs Enforcement (ICE) or even the local police. Personal information cannot be used against respondents by any government agency or court. Title 13 prohibits any government agency from utilizing Census Bureau data against any individual or household.

It is against the law for any Census Bureau employee to disclose or publish any census or survey information that identifies an individual or business. All staff working with confidential information at the Census Bureau take a lifetime oath to protect the privacy and confidentiality of respondent information. Unlawful disclosure is a federal crime punishable by a $250,000 fine or five years in prison, or both.
HOW CAN I COMPLETE THE CENSUS IN 2020?

Online: The Census will be administered mainly via the internet. Individuals will be able to fill out the Census questionnaire online on the Census Bureau’s website via the Internet self-response Instrument (available in 13 languages).

By phone: Individuals can call the Census Bureau’s telephone hotline, where there will be operators in 13 languages providing assistance in completing the questionnaire.

Via mail: Individuals who receive a paper form (available in English and Spanish) at their home address can fill out the form and mail it back to the Census Bureau.

In-Person Enumerator: The Census Bureau will aim to hire 500,000 Census enumerators/takers nationwide. Census takers will conduct the “non-response” follow-up portion of the Census. If an individual household has not completed the census by mail, online, or by phone, a Census enumerator could visit that household and provide assistance in completing the census questionnaire.

WHAT QUESTIONS WILL BE ASKED ON THE CENSUS?

• Full name
• Relationship
• Sex
• Age
• Date of Birth
• Hispanic origin
• Race
• Tenure (owner/renter)
• Residence (if not already included)

The Census questionnaire will NOT ask you for your Social Security Number or Identification Number.

WHAT ARE THE RESIDENCE CRITERIA?

When filling out your census data, use your place of “usual residence,” which is the place where you live and sleep most of the time.

HOW CAN I VERIFY THAT A MAILING IS FROM THE CENSUS BUREAU?

Some ways to determine if the correspondence you receive is legitimately from the Census Bureau are:

• It has the U.S. Department of Commerce in the return address (The Dept. of Commerce is the Census Bureau’s parent agency)
• The return address is set in Jefferson, Indiana. Most Census/survey materials are mailed from The National Processing Center at 1201 East 10th St, Jefferson, IN.
• You may receive a reminder letter from the Census Bureau’s headquarters in Washington DC or from one of the Regional Offices (Atlanta, Chicago, Denver, Los Angeles, New York or Philadelphia).
• Correspondence from the Census Bureau will never ask for your Social Security Number or Identification Number.
Messaging Guide for Hard to Count (HTC) communities

Hard to Count (HTC) areas are determined by the self-response rate (households who submitted the census questionnaire online or by mail) during the 2010 decennial census. An area or population is deemed Hard to Count if the self-response rate was 73% or less. Factors such as race, language barriers, income level, among many others, also play an important role when determining populations that are historically undercounted during the census.

Hispanic Federation, in order to create an effective Census campaign that would resonate with HTC communities, particularly Latinos—both documented and undocumented—developed two Census focus groups. These focus groups were designed to identify effective messengers and communication strategies to be used for census outreach and education efforts. Based on these focus groups and conversations with immigrant community members, we have developed key talking points to engage Latino-HTC populations.

CENSUS = RESOURCES

When developing census outreach, directly linking census participation to the allocation of federal, state, and local resources for our communities proved to be highly effective. The federal/state programs that participants found most important were:

- Health Services (Including Medicare, Medicaid and Children’s Health Insurance-CHIP)
- Funding for Education (Particularly resources for K-12 education, Head Start programs and special education grants)
- College Assistance
- Housing (Funding for Section 8 housing)
- Political Representation

Examples:

“Did you know that by participating in the Census, you are making sure that our communities receive their fair share of resources for programs such as Medicare/Medicaid, Head Start programs and affordable housing?”

“The Census will provide resources to your community based on the count. Let’s say there are 20 people in your neighborhood, but the Census only counts 10 people—the resources provided for your neighborhood will only be enough for 10 people. Meaning, the 20 people in your community will need to share resources that are meant to cover only 10 people.”
DISSIPATE CONCERNS AROUND THE CITIZENSHIP QUESTION
Provide community members with clear and accurate information on the decision around the citizenship question. During our focus group all of the respondents expressed that they would complete the 2020 Census now that the citizenship question will not be asked.

Example:
“The Census questionnaire will not include a question around citizenship/immigration status. On July 2019 the Supreme Court ruled that the argument provided by the Department of Commerce to add this question was not valid, and later on the Trump administration stated that they will no longer pursue adding the question”.

EMPHASIZE CONFIDENTIALITY
The fear of census information being shared with law enforcement or government agencies was expressed as a main concern. In turn, participants were provided key information around the confidentiality of all census data and the strong protections under title 13 of the U.S. Code. This information proved effective when encouraging people to complete the questionnaire and encourage others to do so as well.

Example:
“All information that you share in your census questionnaire is strictly confidential and can only be used for statistical purposes. The Census Bureau is prohibited to share this data with any federal, state, local or private entity (including law enforcement)”.

INFORMATION IS POWER
Participants expressed that they would feel more confident about completing the 2020 census if they had further information about its purpose and use. Provide them with all the necessary information around how the census will be administered and the confidentiality of the information provided.

Ask them how they would prefer to receive information and updates, (by phone, text, website, social media, etc.) encourage them to complete the Census Pledge Card and then help them make a plan! Ask them how they plan to fill out the questionnaire in 2020 and provide them with resources for them to access if they need further assistance. This could be HF’s movimentiohispano.org website; the HF hotline: 1-866-432-9832; or local community organizations that are supporting census Get Out the Count efforts.
Take Action!

Together, we must ensure that our communities receive their fair share of resources and representation and take action to educate, mobilize, and make our communities count!

WHAT CAN I DO?
Pledge to get counted! (And get your friends and family to pledge too!) By filling out our Census Pledge Card, community members commit to participating in the 2020 Census. Every person who commits to participating will receive important follow-up information and guidance from the HF team once the census questionnaire comes out in April 2020.

INFORM YOUR COMMUNITY!
You know your community better than anyone! Inform them about the importance of the 2020 census and how, together, you can help shape your communities for the better! This toolkit provides you with Frequently Asked Questions (FAQ’s) that you can distribute across your neighborhood.

PARTICIPATE AND GET OUT THE COUNT (GOTC)!!
Census Day is on April 1st, 2020. This means that the census questionnaire will be available for you to fill out online, by phone, or by mail. The first and most important step is to make sure you participate, and the next step is to help us Get Out the Count!

HF is committed to reaching thousands of community members and reminding them to complete the Census questionnaire. You can support our efforts by making sure your friends and family also get counted!
SHARE IT ON SOCIAL MEDIA!
Social media allows us to share information and engage with our peers in a quick and easy way. Here you will find a few samples of how you can reach out to others via platforms such as Facebook, Twitter and Instagram to provide information and encourage others to take part in the 2020 Census.

SAMPLE FACEBOOK/ INSTAGRAM POSTS
Want to make sure your community receives a fair share of this country’s resources? Participating in the 2020 Census is the best way to do that. Make sure you’re counted. Go to www.hispanicmovement.org to pledge to participate. You can also find plenty of free resources to help you understand the upcoming census.

The Census is more than just counting every person living in the country. It also determines how the government will designate more than $800 billion dollars. Services like Medicare and Medicaid, SNAP, CHIP, WIC, and Head Start/Early Start are just a few of the programs that are affected by the census count. Take the pledge to participate in the 2020 Census at hispanicmovement.org today and let us know that you’ll be counted.

The U.S. Constitution requires the federal government conduct a population count—a census—every 10 years. This year, join Hispanic Federation in taking the pledge to be counted. Your participation will help determine how more than $800 billion gets spent and how many seats each state will receive in the House of Representatives. Go to hispanicmovement.org to get started!

Thinking about skipping the 2020 Census? Think again. If there is an undercount of our community, programs for health care, education, and housing could suffer. Make sure you’re counted! Go to hispanicmovement.org to take the pledge to participate in the upcoming 2020 Census.

SAMPLE TWEETS
The #2020 Census isn’t just about counting everyone. It also determines how federal funds get spent and how many seats in the House each state gets. Make sure you’re counted. Go to hispanicmovement.org today to pledge to participate. #todoscontamos

Want to ensure our community receives its fair share of government resources? Participate in the upcoming #2020Census! Go to hispanicmovement.org today to take the pledge to participate and enjoy other FREE resources for understanding the Census. #todoscontamos

SNAP. Medicare. Medicaid. CHIP, Head Start. The amount of $$ states receive for these programs depends on an accurate Census. Participate to ensure your community receives its fair share. Go to hispanicmovement.org to let us know you’ll be counted. #todoscontamos
**WHAT IS THE U.S. CENSUS?**

The Census is a complete population count of every individual living in the United States. The Census takes place once every 10 years. The U.S. Constitution mandates this population count. Data collected during the Census takes place every 10 years. The U.S. Constitution designates over $800 billion to local communities and mandates this population count. Data collected during the Census is used to determine how many seats each state will receive in the U.S. House of Representatives. The Census also determines how much funding will go towards programs such as:

- Medicare and Medicaid
- State Children’s Health Insurance Program (CHIP)
- Supplemental Nutrition Assistance Program (SNAP)
- Women, Infants, and Children (WIC) benefits program
- Head Start/Early Head Start Programs
- Special education grants
- Grants to local education agencies
- School breakfast/lunch programs
- Section 8 Housing

**WHO SHOULD BE COUNTED?**

States (citizens and non-citizens).

**WHO SHOULD NOT BE COUNTED?**

- Federal prison inmates
- People living in group quarters (e.g., dormitories, college dormitories, group homes)
- People living on Native American reservations

**WHAT QUESTIONS WILL BE ASKED ON THE CENSUS?**

The Census questionnaire will ask for your name, address, sex, age, race, and Hispanic origin. It will also ask whether you own or rent your residence, number of people and children living in your household, and telephone number.

**WHY SHOULD A PERSON REFUSE TO PARTICIPATE IN THE CENSUS?**

If you refuse to participate in the Census, you could visit that household and provide assistance in completing the census questionnaire. By refusing to participate, you are refusing to help determine how many seats each state will receive in the U.S. House of Representatives and how over $800 billion will be distributed to states and localities.

**WHY SHOULD I PARTICIPATE IN THE CENSUS?**

Participating in the Census will ensure that our communities receive their fair share of resources. The Census determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities. Accurate Census data determines how many seats each state will receive in the U.S. House of Representatives, and how $800 billion will be distributed to states and localities.

**WHAT ARE THE PENALTIES FOR NOT RESPONDING TO THE CENSUS?**

Penalties include a fine of up to $350 and a federal prison sentence of up to one year. Those who violate Title 13 will face severe penalties, including a fine of up to $350 and/or a federal prison sentence of up to one year.

**IS ALL INFORMATION PROTECTED BY LAW?**

Yes! By law, the Census Bureau is required to keep all Census information confidential. The confidentiality provision of the Census Act, Title 13 of the U.S. Code, safeguards the privacy of all Census information and prohibits the use of it for any purpose other than producing statistical data. Any personal or private information collected on the Census can be shared with the, state, city or local government, entity or court of law. Title 13 prohibits any government agency from withholding Census Bureau data against any individual. The Census Bureau will not release individual’s identifying information to the public. It will be used by the Census Bureau to conduct a complete and accurate count of the population of the United States. The Census Bureau will not disclose information about an individual to any other government agency or to any private person, company, or organization.

**WHAT IF I AM NOT AT HOME WHEN THE enumerator TAKES MY CENSUS QUESTIONNAIRE?**

You have three options:

- Complete and return your Census questionnaire by phone or mail.
- Complete the census questionnaire online (www.census.gov).
- Respond to the phone call from the Census Bureau.

We must participate, stand together, and make ourselves heard!

We must participate and ensure our communities count!

**HOW CAN I VERIFY THAT THE MAILING I RECEIVE IS FROM THE CENSUS BUREAU?**

To determine if the correspondence you receive is legitimately from the Census Bureau, follow the instructions provided on the letterhead. The Census Bureau encourages you to verify the legitimacy of correspondence by comparing the return address, signature, and seal to those provided in the instructions. The Census Bureau’s parent agency (the U.S. Department of Commerce) cannot change this information.

**FOR MORE INFORMATION VISIT:**

hispanincmovemnet.org or call 1-866-432-9832

For more information visit hispanicmovement.org or call 1-866-432-9832

1-866-432-9832
Additional Resources

• United States Census Bureau: 2020 Decennial Census Program Resources- https://www.census.gov/
• Learn more about the Census: https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html
• Hard to Count Interactive map: https://www.censushardtocountmaps2020.us/
• Census Counts resources https://censuscounts.org/resources/
• Title 13, U.S. Code https://www.census.gov/history/www/reference/privacy_confidentiality/title_13_us_code.html
NEW YORK
55 Exchange Place, 5th Floor
New York, NY 10005
Telephone: 212.233.8955
Fax: 212.233.8996

FLORIDA
1650 Sand Lake Road, Suite 390
Orlando, FL 32809
Telephone: 407.270.0597
Fax: 407.965.0356

CONNECTICUT
175 Main Street
Hartford, CT 06106
Telephone: 860.527.0856
Fax: 860.724.0437

PUERTO RICO OFFICE
667 La Calle La Paz #201
San Juan, Puerto Rico 00907
Phone: 787.417.7700

WASHINGTON DC
1133 19th Street NW, Suite 1035
Washington, DC 20036
Telephone: 202.887.4977
Fax: 202.833.6136
For more information visit
hispanicmovement.org
or call 1-866-432-9832