

# Be A Partner

Together, we can ensure  
that our community receives the  
resources it needs.

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Learn more at [2020census.gov](https://2020census.gov).



# Be a 2020 Census Partner

Partners are critical to the success of the 2020 Census. As trusted voices in your community, you can help raise awareness of the 2020 Census and encourage everyone to respond. Your efforts in spreading the message and ensuring everyone is represented will provide more accurate data for your community and help organizations like yours make important decisions.

## > What is a partner?

A partner is an organization that helps ensure their communities are accurately represented in the 2020 Census. Partners join a network of national and local organizations that are all encouraging households to respond.

## > What do partners do?

Partnership is not a one-size-fits-all approach. We'll work with partners to select creative, impactful, and mutually beneficial ways of increasing the census response rate.

## > How does my organization benefit?

With accurate census data, businesses can make stronger decisions and nonprofits can better serve their communities.

## > What resources can you provide?

We provide fact sheets, handouts, posters, stickers, social media posts, videos, mapping tools, and more to support your outreach.

## I'm interested. What's next?

Get started at [census.gov/partners/join.html](https://census.gov/partners/join.html). We look forward to welcoming you as a 2020 Census partner!

Connect with us @uscensusbureau  
For more information, visit:

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## Contact your regional census center:

- > **Atlanta** – serves *Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina*  
**Phone:** 470-889-6800  
**E-mail:** Atlanta.rcc.partnership@2020census.gov
- > **Chicago** – serves *Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin*  
**Phone:** 312-579-1605  
**Email:** Chicago.rcc.partnership@2020census.gov
- > **Dallas** – serves *Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, Wyoming*  
**Phone:** 972-510-1800  
**Email:** Dallas.rcc.partnership@2020census.gov
- > **Los Angeles** – serves *Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington*  
**Phone:** 213-314-6500  
**Email:** Los.Angeles.rcc.partnership@2020census.gov
- > **New York** – serves *Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont*  
**Phone:** 212-882-2130  
**Email:** New.York.rcc.partnership@2020census.gov
- > **Philadelphia** – serves *Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia*  
**Phone:** 267-780-2530  
**Email:** Philadelphia.rcc.partnership@2020census.gov

## 2020 Census Key Dates



### January – April 2020

First census enumeration takes place in Toksook Bay, Alaska.



### March 2020

Census notices are mailed or delivered to households.



### March – May 2020

Census takers visit households to update address lists and collect information on the questionnaire.



### April 1, 2020

Census Day



### May – July 2020

Census takers visit households that have not completed the questionnaire.



### December 31, 2020

By law, the Census Bureau delivers population counts to the President for apportionment of congressional seats.



### March 2021

By law, the Census Bureau completes delivery of redistricting data to states.

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# Partnership Fact Sheet

**The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.**

## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use U.S. Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and post on social media.

- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

## WHY BECOME A 2020 CENSUS PARTNER?

As a 2020 Census partner, you will:

- Become part of a powerful network of government, nonprofit, corporate, and community organizations with a diverse group of industry professionals.
- Help ensure that your community is accurately represented.
- Have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

Not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.

## INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov) to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

### Atlanta

Phone: 470-889-6800

E-mail: [Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

### Chicago

Phone: 312-579-1605

E-mail: [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

### Dallas

Phone: 972-510-1800

E-mail: [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

### Los Angeles

Phone: 213-314-6500

E-mail: [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

### New York

Phone: 212-882-2130

E-mail: [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

### Philadelphia

Phone: 267-780-2530

E-mail: [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

We look forward to welcoming you as a Census Bureau partner.

For the latest updates on the 2020 Census, visit [2020census.gov](https://2020census.gov).

## KEY MILESTONES

- **September 2018**—The Census Bureau's recruitment Web site went live: [2020census.gov/jobs](https://2020census.gov/jobs). For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.
- **April 2019**—The 2020 Census Web site goes live: [2020census.gov](https://2020census.gov). This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.
- **August 2019**—New Statistics in Schools classroom activities are available online: [census.gov/schools](https://census.gov/schools). The Statistics in Schools program provides resources for teaching and learning with real-life data.
- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](https://2020census.gov). Replying by mail or phone will also be an option.
- **April 2020**—Every 10 years, we observe Census Day on April 1.
- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.
- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on [census.gov](https://census.gov).

# Why Your Company Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. The 2020 Census' detailed demographic information holds exceptional value for your company—they help inform your decisions to expand, develop products, market, hire, mitigate risk, and increase return on investment. The U.S. Census Bureau partners with corporations to get the word out to clients, customers, and employees. You have invested heavily in understanding how to reach and how to communicate with your customers and employees. You are trusted brands and trusted voices. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government decisions and drive your company's decisions.



## What is a 2020 Census partner?

As a partner, you join a network of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your company's focus, available time, resources and customer base. Some companies can help with our operational needs. Some can assist technologically since this is the first time the public can respond to the census online. We work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your business.

## What does a partner do?

There are lots of ways to help. We work with you to find what's right for your company, its resources and time. The Census Bureau will provide messaging and customizable social media posts, poster, e-mail and newsletter content as well as other content options that you can use to make it easy to help. Here are some examples:

- Include information about the 2020 Census in correspondence with customers (e-mails, bills, a Web site banner).
- Provide a link to the 2020 Census on your Web site.
- Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.

## How does my company benefit from being a partner?

During the 2020 Census, you benefit by fulfilling your CSR goals, accessing our personalized data training and information services, networking with other businesses you otherwise wouldn't encounter, and engaging with your customers and employees around a civic duty. The 2020 Census data will help you create projections of growth to identify prime locations to open new operations or close old ones. You can enhance your hiring practice and identify skilled workers. Our data provide valuable information on your customer base (income level, household size, homeownership status) to inform your pricing and location strategies.

### Contact Us Today!

[census.partners@census.gov](mailto:census.partners@census.gov)  
[census.gov/partners](https://census.gov/partners)

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- Provide free wired or wireless internet connectivity to households in underserved communities.
- Provide free call time or cell phone data for people responding to the 2020 Census via phone.
- Provide free online advertising opportunities to promote the 2020 Census and job openings.
- Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
- Deliver 2020 Census educational content to children's tablets and electronic games to help combat the undercount of young children in the 2020 Census.
- Launch text message campaigns to promote the 2020 Census and related job opportunities.
- Launch social media campaigns or host Twitter chats or Facebook Live events on 2020 Census job opportunities and the 2020 Census to educate customers and employees.
- Submit online letters to the editor, op-eds, and commentary on why participating in the 2020 Census is so important for businesses like yours.
- Actively monitor, fact check, and correct misinformation on social networks about the 2020 Census.
- Post and distribute 2020 Census materials on privacy and confidentiality to employees, constituents, and customers, both in hard copy and through online channels.
- Host a 2020 Census informational or Q&A session for your employees or local community.
- Invite a Census Bureau speaker to your organization or event.
- Include an incentive to your customers in their purchases to complete the 2020 Census.
- Host a contest promoting the 2020 Census and feature the winner.

## How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

## When should I become a partner?

Today! It is never too early to start talking with customers and employees about the 2020 Census or the jobs available to support it. The Census Bureau is recruiting 2020 Census workers now—help us get the word out to your customers and clients.

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# Support small businesses. Complete the census.

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. This data can help businesses better understand how to serve their customers, where to open new locations, and where to find a skilled workforce. Respond to the 2020 Census online, by phone, or by mail for a complete and accurate census.

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# Census data helps inform future business decisions on things like:

- Expansions and closures
- Hiring strategies
- Products to offer
- Targeting your consumer base
- Engaging your environment and community

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# Civic duty and community impact.

Your organization is already active and involved in your community, and promoting the 2020 Census can increase your community impact exponentially. Talk to residents and your members about completing the 2020 Census—the count of everyone who lives in the United States.

## Responding to the census is important.

The 2020 Census will influence funding for community services for the next 10 years. Data from the census helps determine where more than \$675 billion is spent each year in states and communities. That includes money for things like:

- Housing and food assistance
- Libraries and community centers
- First responders, like firefighters
- Medicare and Medicaid
- Hospitals
- Schools

## Responding is easy.

Beginning in mid-March 2020, people will be able to respond to the census online, by phone, or by mail. They can choose the option that works best for them.

## Responding is safe.

Personal information provided on the census is kept confidential by law. An individual's responses can only be used to produce statistics. They cannot be shared with law enforcement agencies or used against people by any government agency or court in any way.

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# Why Your Faith Community Should Become a 2020 Census Partner

The 2020 Census is here, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to respond to the census in support of a complete and accurate count.



## What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

## What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau provides resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

## Here are some of the ways you can help:

### **Communicate to your members:**

Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <https://2020census.gov> on your Web site and include 2020 Census messages on social media and in faith-based media.

**Add your voice:** Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <https://2020census.gov/partners> and click on Complete Count Committees to learn more.)

### **CONTACT US TODAY!**

CENSUS.PARTNERS@CENSUS.GOV  
2020CENSUS.GOV/PARTNERS

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**Promote census hiring:** Share our 2020 Census recruitment Web site <<https://2020census.gov/jobs>> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

**Donate space or translate materials:** Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

**Participate in the Faith Communities Census Weekend of Action:** This census-themed weekend is March 27–29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

**Be social:** Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

**Stress that the 2020 Census is safe, secure, and confidential:** Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

**Host an event or invite us to speak:** Host a 2020 Census informational or Q&A session and

invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

**Make devices and Internet access available for census response:** Provide a space with computers or tablets that people can use to respond to the census online following services or at events. Our guidelines for supporting self-response can assist you. You can also reach out to your regional census center to learn about Mobile Questionnaire Assistance events.

**Focus on children:** Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

**Tap into your groups:** When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

## When should I become a partner?

Today! We are hiring and our partners are engaging their communities now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

### Contact us.

Get started at <[www.census.gov/partners/join](http://www.census.gov/partners/join)> to share ideas about how we can work together.

**CONTACT US TODAY!**  
[CENSUS.PARTNERS@CENSUS.GOV](mailto:CENSUS.PARTNERS@CENSUS.GOV)  
[2020CENSUS.GOV/PARTNERS](http://2020CENSUS.GOV/PARTNERS)

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# Your faith, your community, and the census.

## What is the 2020 Census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. It includes a few simple questions about things like age, sex, and the number of people who live in your home. The 2020 Census will collect the same data as the 2010 Census.

## Why am I hearing about the 2020 Census from my house of worship?

The U.S. Census Bureau is partnering with faith-based institutions to promote the 2020 Census. These institutions volunteered to help because they understand how important a complete count is for their congregants and community. They are trusted voices in their communities and are critical to conveying the importance of the 2020 Census. In addition, faith communities often serve the same people that use many of the federal programs that receive funding based on census data. These programs include those that address poverty, hunger, homelessness, child care, emergency services, and public safety.

## Will the 2020 Census ask me to identify my religion?

No. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does *not* collect information about religious affiliation.

## Why not?

U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation.

## Why should I respond to the 2020 Census?

Being counted matters for you and your community regardless of your religious affiliation. The 2020 Census will determine how many representatives your state will have in Congress. Census results will also help determine how billions of dollars in federal funding are allocated to states and communities each year for housing, schools, food assistance, health care, and other vital services.

## Is the 2020 Census confidential?

Yes. The U.S. Census Bureau is required to protect your privacy and keep your answers confidential. By law, your personal information cannot be used against you or anyone else by any government agency or court, and it can't be accessed by the police department, DHS, ICE, FBI, or CIA.

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# Faith communities 2020 Census action guide

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## A message from U.S. Census Bureau Director Steven Dillingham.

Once a decade, the U.S. Census Bureau counts everyone living in the United States and its territories. The decennial census has tremendous significance for communities across the country.

Census data informs congressional representation, the distribution of more than \$675 billion in federal funding each year, local government planning, business decisions, and more.

One of the biggest challenges is getting responses from historically hard-to-count populations, including members of racial and ethnic minority groups, people who rent their home, rural residents, non-English speakers, households with children under age 5, and people living in complex households. Faith-based organizations serve communities across the United States, including many of those hard-to-count populations, and play an integral role in spreading the word about the importance of the 2020 Census. That's why we created this guide. It provides content you can share to help people understand how and why responding to the census is easy, safe, and important. We want you to use these materials and share them with your communities.

The Faith Communities Census Weekend of Action is from March 27-29, 2020. This weekend was chosen as a focal point for faith leaders to share information about the 2020 Census, and we encourage you to promote the 2020 Census at your place of worship. There are several suggested activities on page five of this guide. If you have other ideas for promoting the census, we encourage you to try them and share your successes with us.

We pledge to do our part, too, to attain our goal of counting every person once, only once, and in the right place. We have made major improvements in the 2020 Census, including offering new options for responding online in addition to maintaining the choice to complete the form by mail or phone. A complete and accurate count of everyone in our diverse nation is important. That's why online and phone response options will be available in English and 12 other languages. We will also have print and video language guides in 59 languages, including American Sign Language and braille. In addition, we will offer large-print guides.

We need the help of faith communities, along with nonprofit, corporate, public sector, and other partners to succeed in counting everyone in the 2020 Census. Our sincerest thanks for your support.

Sincerely,



Steven Dillingham



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# About this guide.

As trusted members of the faith community, your connection to the people in the communities you serve will make a real difference in obtaining a complete count in 2020. Your ability to reach your congregants and community members, including hard-to-count families and individuals, gives you the opportunity to share important messages about the 2020 Census with them and encourage everyone to respond.

This short guide provides information about how to promote the 2020 Census among your faith community and includes materials like handouts and FAQs that you can use to inform your audience about what the census is and why it's important for everyone to participate. These materials are intended to help you initiate a dialogue with your communities.

We ask you to use this guide and other 2020 Census partnership materials in the period leading up to and throughout the 2020 Census to encourage your congregants, members, and communities to respond. For resources in additional languages, visit [2020CENSUS.GOV/partners/outreach-materials](https://2020CENSUS.GOV/partners/outreach-materials).

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# Promote the 2020 Census in your community.

Shape the future of your congregation, neighborhood, and community by supporting the 2020 Census. Census data informs the distribution of hundreds of billions of dollars in federal funds each year that support education, health care, emergency services, housing and food assistance, and more.

## Encourage your community to respond.

We encourage you to use these materials to promote participation in the 2020 Census in any way that suits your practice or tradition and that will resonate with your community. For example, you could:

- Share information with your community about the importance of completing the 2020 Census, stressing that everyone in every household should be counted.
- Provide a space with computers or tablets that people can use to respond to the census online following services.
- Reach out to your regional census center to learn about Mobile Questionnaire Assistance events.
- Use a term like Census Sunday, Census Shabbat, Census Sabbath, or Census Friday on programs, bulletins, and notice boards and in prominent locations in your building to call attention to completing the 2020 Census.
- Create a census committee at your house of worship to come up with ideas to engage your congregation, or join a Complete Count Committee in your area.
- Post census messages on your marquee or social media, or write a blog post with 2020 Census information for your newsletter or website.
- Connect the 2020 Census to scriptural messages.
- Promote census hiring by sharing the 2020 Census recruitment website: [2020CENSUS.GOV/JOBS](https://2020CENSUS.GOV/JOBS).
- Assist with the translation of 2020 Census materials to help reach immigrant populations and people with limited English language skills.
- Stress that the 2020 Census is safe, secure, and confidential and that responses cannot be used against people in any way.
- Host an informational event or invite Census Bureau staff to speak to your congregation.
- Connect the Census Bureau with other groups your organization is affiliated with, including child care centers, schools, missions, youth and grandparent groups, and other nonprofit organizations.

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## Share information during the Faith Communities Census Weekend of Action.

The Faith Communities Census Weekend of Action will be held **March 27-29, 2020**, around the period when people will be receiving 2020 Census notices in the mail. This is just before Census Day—April 1—a date when the Census Bureau will host events across the country. The Census Bureau established the faith communities census weekend of action as a coordinated opportunity for faith leaders to focus their outreach and support of the 2020 Census to encourage your community to respond.

## The 2020 Census counts everyone.

The 2020 Census counts every person living in the United States on April 1—no matter where they are from, why they are here, and whether they are documented. When people complete their census form, they should count everyone living in their home as of this date. Learn more about who to count at [2020CENSUS.GOV/en/who-to-count](https://2020CENSUS.GOV/en/who-to-count).

Your support of the 2020 Census will *not* affect your 501(c)(3) status in any way.

For more information, visit:

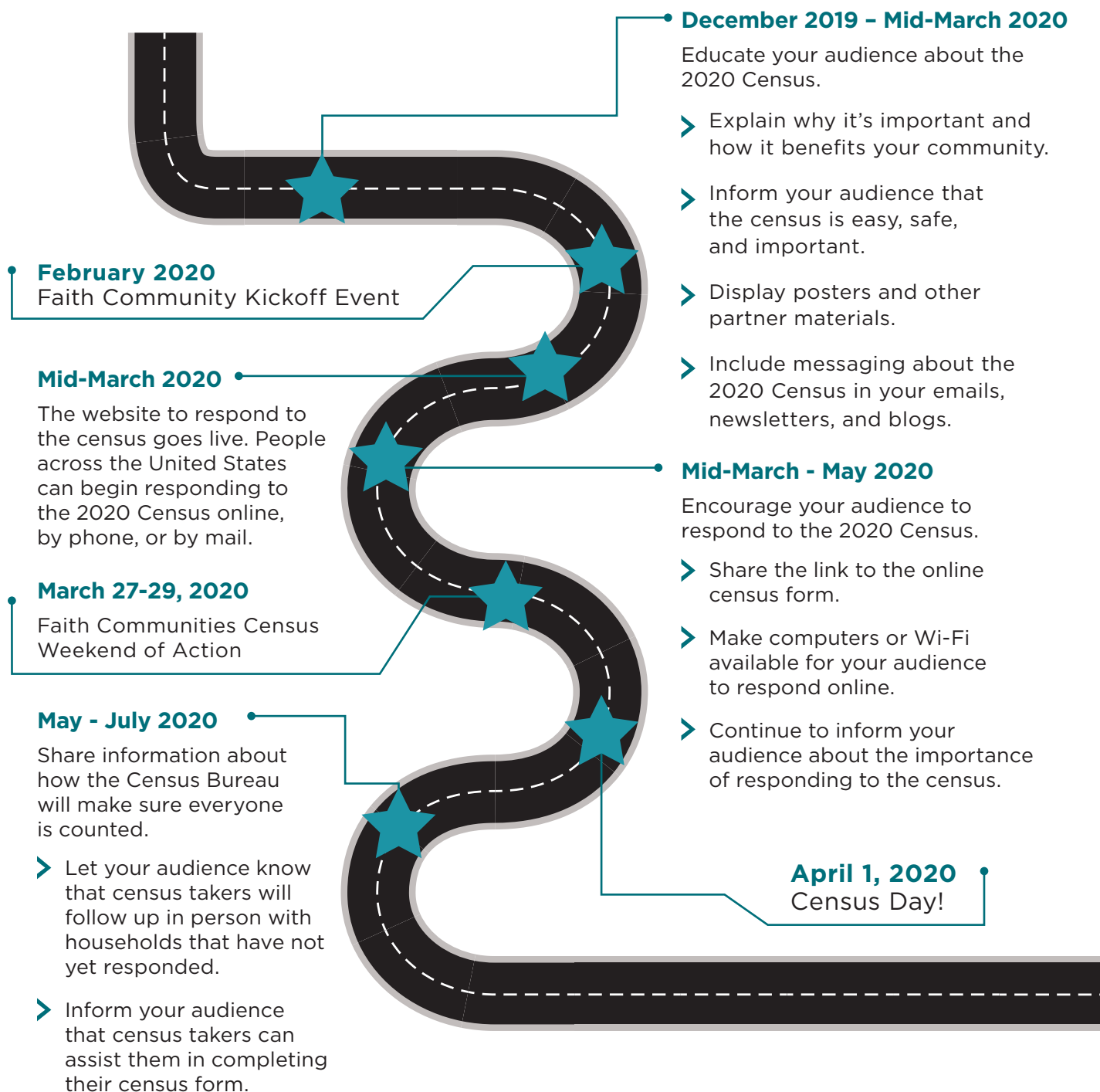
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# Road to the 2020 Census.

A timeline and guide to action for partners and stakeholders.



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# Your faith, your community, and the census.

## What is the 2020 Census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. It includes a few simple questions about things like age, sex, and the number of people who live in your home. The 2020 Census will collect the same data as the 2010 Census.

## Why am I hearing about the 2020 Census from my place of worship?

The U.S. Census Bureau is partnering with faith-based institutions to promote the 2020 Census. These institutions volunteered to help because they understand how important a complete count is for their congregants and community. They are trusted voices in their communities and are critical to conveying the importance of the 2020 Census. In addition, faith communities often serve the same people that use many of the federal programs that receive funding based on census data. These programs include those that address poverty, hunger, homelessness, child care, emergency services, and public safety.

## Will the 2020 Census ask me to identify my religion?

No. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does *not* collect information about religious affiliation.

## Why not?

U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation.

## Why should I respond to the 2020 Census?

Being counted matters for you and your community regardless of your religious affiliation. The 2020 Census will determine how many representatives your state will have in Congress. Census results will also help determine how billions of dollars in federal funding are allocated to states and communities each year for housing, schools, food assistance, health care, and other vital services.

## Is the 2020 Census confidential?

Yes. The U.S. Census Bureau is required to protect your privacy and keep your answers confidential. By law, your personal information cannot be used against you or anyone else by any government agency or court, and it can't be accessed by the police department, DHS, ICE, FBI, or CIA.

For more information, visit:

**2020CENSUS.GOV**

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# Sample messages for marquees, social media, and more.

## Use these messages to educate your community about the 2020 Census.

- The 2020 Census impacts our community. And every community counts!
- The 2020 Census counts everyone. Make sure you're counted!
- Your voice counts, and we need to hear it on the 2020 Census.
- You make an impact here, and your 2020 Census response impacts our community.
- The 2020 Census helps businesses, researchers, and communities make decisions. Make the decision today to complete the census.
- Your answers to the 2020 Census are important, secure, and confidential.
- Funding for hospitals, schools, roads, and more is informed by census data.
- Your responses to the 2020 Census shape the future for our community.
- Shape the future for your community, for everyone from newborns to their grandparents, by responding to the 2020 Census.

## Use these messages beginning in mid-March to encourage your community to respond to the 2020 Census.

- Help our community count in the 2020 Census.
- The 2020 Census is here. Shape our future today.
- Help shape our community's future. Complete the 2020 Census today.
- Everyone can play a part in ensuring a complete and accurate count in 2020. Do your part to shape the future for our community.
- Fill out the 2020 Census. It's the right thing to do.
- Fulfill your civic duty and complete the 2020 Census.
- You count. Complete the 2020 Census today.
- Looking for a chance to support our community? The 2020 Census is it.
- Respond to the 2020 Census online, by phone, or by mail, and shape our future today.
- Shape our future and encourage local congregations to respond to the 2020 Census.
- Don't miss your chance to respond. Make sure you're counted in the 2020 Census.

➤ Visit **2020CENSUS.GOV/PARTNERS** for additional social media content.

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# Sample messages for emails, newsletters, and bulletins.

Help spread the word about the 2020 Census in your community through emails, newsletters, printed bulletins, and more. You can use the message below or tailor it to match your community's interests and concerns.

**Subject line or title:** Help [Insert name of organization here] community count in the 2020 Census.

Census data impacts decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. Census data informs funding for programs like the Supplemental Nutrition Assistance Program; Section 8 Housing; Pell Grants; the Special Supplemental Nutrition Program for Women, Infants, and Children; Temporary Assistance for Needy Families; the Children's Health Insurance Program; and more. These funds and programs are essential to the well-being of our families, our faith community, and our neighbors.

[Insert language specific to your faith community]

Beginning in mid-March, you can respond to the 2020 Census online, by phone, or by mail. Responding is quick and easy, and you can complete the census on your mobile device. All responses are confidential, and by law they cannot be used against you in any way. Respond to the 2020 Census today.

Visit **2020CENSUS.GOV** to learn more.

Sincerely,

[Insert your name]

For more information, visit:

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# Other materials available online.

Several resources are available to download and print at **2020CENSUS.GOV**, including:

- > General information about the 2020 Census.
- > Fact sheets about how the Census Bureau keeps personal information safe and confidential.
- > Information about how to respond to the 2020 Census.
- > Materials tailored to specific audiences, including Hispanics, immigrants, people experiencing homelessness, and others.
- > Answers to frequently asked questions.
- > Posters, half-page handouts, social media posts, and more that you can use to inform your community about the 2020 Census.
- > Information about Complete Count Committees.
- > A list of federal programs that are impacted by the 2020 Census.
- > Guides in 59 languages that will help people to complete the 2020 Census.
- > Additional ways to support the 2020 Census.

To make the 2020 Census accessible to everyone across our diverse nation, we have developed resources in several languages. Online materials that can be used to educate your audience about the 2020 Census and encourage them to respond are available in the following languages:

- |                       |                  |              |
|-----------------------|------------------|--------------|
| > Arabic              | > Haitian Creole | > Russian    |
| > Chinese - Cantonese | > Japanese       | > Spanish    |
| > Chinese - Mandarin  | > Korean         | > Tagalog    |
| > English             | > Polish         | > Vietnamese |
| > French              | > Portuguese     |              |

For more information, visit:

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# Get in touch with the Census Bureau.

Join us as a Census Bureau partner. Get started at [CENSUS.GOV/partners/join.html](https://CENSUS.GOV/partners/join.html).

National organizations can contact the National Partnership Program at [CENSUS.PARTNERS@CENSUS.GOV](mailto:CENSUS.PARTNERS@CENSUS.GOV).

**Regional and local organizations can contact their regional census center at:**

➤ **Atlanta** – serves Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina  
**Phone:** 470-889-6800  
**E-mail:** [Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

➤ **Chicago** – serves Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin  
**Phone:** 312-579-1605  
**Email:** [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

➤ **Dallas** – serves Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, Wyoming  
**Phone:** 972-510-1800  
**Email:** [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

➤ **Los Angeles** – serves Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington  
**Phone:** 213-314-6500  
**Email:** [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

➤ **New York** – serves Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont  
**Phone:** 212-882-2130  
**Email:** [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

➤ **Philadelphia** – serves Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia  
**Phone:** 267-780-2530  
**Email:** [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

For more information, visit:

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# Why Your Foundation Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. Census information is used to determine political representation and drive the distribution of over \$675 billion in federal funding. These resources are essential to the well-being of people in all communities. Decisions about your foundation's focus and investments may depend on how federal funds are distributed and what remaining community needs exist. The 2020 Census' detailed demographic data helps to shape most of the other federal data surveys, which help inform your grant-making and the outcomes your foundation seeks to address in society. The information is also relied upon by the grantees and communities that you serve.

The U.S. Census Bureau partners with foundations to get the word out to communities about the importance of the count. Foundation leaders and staff have standing and are trusted in their communities. By being 2020 Census partners, you leverage your leadership to inspire and support others in working for a complete and accurate count. You understand how to reach and how to communicate with your grantees, other foundations, and key stakeholders. You are trusted brands and trusted voices. While conducting the 2020 Census is a government responsibility, your involvement will enhance efforts to encourage high levels of participation in your target communities. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government, nonprofit, and private sector planning and investment decisions.



## What is a 2020 Census partner?

As a partner, you join a network of philanthropic, nonprofit, corporate, and community organizations working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your foundation's focus, available time, resources, and your reach in the areas where you focus your work. For example, foundations can:

- Share census operational and educational materials with their networks.
- Convene nonprofit and philanthropic allies with whom they are aligned.
- Invest directly in organizations and activities that help to achieve a complete and accurate count.

## Contact Us Today!

[census.partners@census.gov](mailto:census.partners@census.gov)  
[census.gov/partners](https://census.gov/partners)

## How does my foundation benefit from being a partner?

**A network of peers.** Your foundation benefits from the opportunity to network with and learn from other foundations, nonprofits, and businesses through in-person and online forums hosted by the Census Bureau.

**Personalized training.** Your foundation benefits from access to personalized data training and information services from the Census Bureau. These trainings can support your 2020 Census outreach efforts and inform your census grant-making priorities. 2020 Census data provide valuable information that is foundational to your research and that can inform your grant-making strategies. The Census Bureau can help your foundation access and interpret census and other federal statistical data.

**Support for your grantees.** Your foundation benefits from access to timely information, such as notices of local Census Bureau hiring needs, upcoming events, and training opportunities that can strengthen the work of grantees and community-based organizations in your network. Your participation increases the likelihood of a complete and accurate count that draws much needed federal resources to your communities. These resources may complement the investments that you are making and enable your foundation to address needs beyond those for which government is responsible.

**Engage in a civic duty.** Your foundation benefits from engaging in a civic duty. You support the efforts of the government, nonprofit, and business sectors to build strong communities based on a complete and accurate count.

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We can work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your foundation.

## What does a partner do?

There are lots of ways to help. We work with you to find what's right for your foundation, its resources, and time. The Census Bureau will provide messaging and customizable social media posts, and poster, e-mail, and newsletter content as well as other content options that you, your grantees, and other partners can use to make it easy to help. Here are some examples of what foundations can do:

### *Educate Grantees and Partners*

- Share information about the importance of the 2020 Census with grantees and community partners to increase awareness of why the census is important.
- Include information about the 2020 Census on your Web site. Include links to information available from the Census Bureau, philanthropy-supporting organizations, and nonprofits working on 2020 Census education and outreach.
- Include information about the 2020 Census at all organizational events. Be willing to speak at conferences and meetings to encourage engagement in 2020 Census promotion and participation.
- Use social media to educate grantees and community partners about the importance of the census, and promote 2020 Census job opportunities.
- Use your status as a leader to promote the 2020 Census with online and print letters to the editor, op-eds, and commentary in community newspapers about why the census is important.
- Distribute among your networks 2020 Census materials on privacy and confidentiality. Actively monitor, fact check, and correct misinformation about the 2020 Census.

### *Develop Plans of Action*

- Convene nonprofit and other partners to shape plans for collaborative Get Out the Count (GOTC) organizing campaigns. Invite Census Bureau speakers to provide updates at these convenings.
- Participate as leaders in your local and state governments' 2020 Census Complete Count Committees to serve as high level messengers

about the importance of the 2020 Census, and inform the ways in which public sector partners advance the promotion of the 2020 Census.

### *Build and Support Infrastructure*

- Support grantees doing 2020 Census work with training in effective education and mobilization for high response rates. Use your knowledge about populations that have historically been undercounted to focus your work with grantees and community partners with tested and effective messages that encourage participation in the 2020 Census.
- Invest in community-based organizations that serve as trusted messengers in their communities and that can reach households in culturally appropriate ways. Create special 2020 Census funding opportunities and consider additional resources to current grantees to add 2020 Census outreach to their ongoing work.
- Explore innovative ways to collaborate with other philanthropic organizations to support 2020 Census education and outreach with pooled funds and aligned efforts.

### *Technology Needs and GOTC*

- Help with technology needs. Support organizations that provide computers or tablets to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.
- The Census Bureau is recruiting for 2020 Census workers now. Spread the word through your networks and encourage grantees and partners to circulate information about jobs with the Census Bureau.

## How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

## When should I become a partner?

Today! It is never too early to start talking with your grantees, nonprofits, foundations, and other partners about the 2020 Census. Get involved as early as possible to ensure a timely and effective effort, ranging from promoting census jobs to encouraging responses to the census itself.

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# Make sure your community gets counted.

The 2020 Census is rapidly approaching, and you can help make sure your community is accurately counted by becoming a 2020 Census partner. You can share the following information about the census with members of your community:

- › **It's safe and confidential.** All census responses are confidential, and by law, they cannot be shared with law enforcement agencies or used against you in any way—not by the FBI, ICE, or even local police. The 2020 Census counts everyone living in the United States and its territories, regardless of their place of origin or immigration status.
- › **It's important.** The once-a-decade count impacts your representation in Congress, determines how much funding your community receives, and provides statistics to help shape the future of your community.
- › **It's easy.** The 2020 Census form will be available in Spanish and other languages. It can be completed online, by phone, or by mail.

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## What does it mean to be a 2020 Census partner?

You can make a difference—no matter how much time you're able to commit. These are some of the many ways you can get involved:

- › Use Census Bureau materials to increase public participation in the census. For example, post materials in Spanish and English in storefronts or share them on your website or social media channels.
- › Invite Spanish-speaking Census Bureau partnership specialists to speak at your events and answer some of the participants' most pressing questions and concerns.
- › Encourage people in your community to work for the Census Bureau by sharing our jobs website: **2020CENSUS.GOV/JOBS**.

## Why become a 2020 Census partner?

As a 2020 Census partner, you will contribute to an accurate count of the Hispanic community. A complete count benefits your community and organization by:

- › Providing accurate data to help with community planning and business decisions like where to open new stores, offices, and restaurants and what products to sell.
- › Determining the number of seats each state has in the U.S. House of Representatives, which will shape future policies affecting your community, business, or organization.

## How do I become a 2020 Census partner?

Let us know you're interested in a 2020 Census partnership by completing a short form at **CENSUS.GOV/PARTNERS/JOIN**.

## When should I become a 2020 Census partner?

Today! It is never too early to start talking with customers, community members, and employees about the 2020 Census.

For more information, visit:

**2020CENSUS.GOV/PARTNERS**

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# Property managers, make it count.

Property managers like you are critical to the success of the 2020 Census. As a trusted voice among your tenants, you can raise awareness of the 2020 Census and increase response. Your efforts will help provide accurate data to improve communities across the nation.

## > What is the timeline?

In early 2020, every household in the United States, including those living in rental housing, will receive a notice to complete the census online, by phone, or by mail.

## > How can I help?

Share information with tenants so they know when and what to expect. Also, provide census takers access to your properties to help tenants complete their form if they haven't already done so.

## > How do I benefit?

Accurate data can be a valuable asset in determining where to build new rental properties and how to market your business.

## > Is the 2020 Census secure?

Yes. Official census takers will carry government-issued identification with them at all times. The personally identifiable information they collect is kept confidential by law.

## Want to do more? Become a 2020 Census partner!

A 2020 Census partner is an organization that helps ensure its community is accurately represented in the 2020 Census. Partners join a network of national and local organizations encouraging people to respond. Get started at **CENSUS.GOV/PARTNERS/JOIN.**

For more information, visit:

**2020CENSUS.GOV**

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# Questions and Answers for Stakeholders Supporting the 2020 Census

The U.S. Census Bureau anticipates that state, tribal, and local governments as well as thousands of community-based organizations, collectively referred to here as stakeholders, will publicize the 2020 Census and encourage the public to respond. Given that the 2020 Census will provide online and phone response options, stakeholders can support the census in new ways, including by making electronic devices available to the public for response.

In response to widespread stakeholder requests, the Census Bureau is providing the following information to help stakeholders support the 2020 Census. While we appreciate the dedicated efforts of stakeholders to support a complete and accurate count, only the Census Bureau is authorized to collect data from the public, and only the Census Bureau can offer confidentiality protected by law. For those reasons, the Census Bureau is providing the following responses to stakeholder questions.

## How can you support 2020 Census response?

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at [2020census.gov/jobs](https://2020census.gov/jobs).
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.

## Can you make devices available to the public for response?

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.

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- When making the device available, be clear that you are not an employee or representative of the Census Bureau.
- To ensure that the public does not confuse you for a Census Bureau employee, do not use the Census Bureau's logo or other branding in any way when making devices available for response. You may use your logo.

## How do you make a device available to the public for response?

The Census Bureau has built a safe and secure system for the public to complete the 2020 Census online. From the moment responses are submitted, they are protected by sophisticated security measures that meet federal government cyber security standards.

The Census Bureau cannot and does not protect any devices that you make available to the public for response. The Census Bureau has no responsibility for the operation, maintenance, or security of any such device or any systems or networks supporting the device. The Census Bureau is not responsible for providing device, systems or network support, and is not responsible for any failures of those devices, systems, or networks. Therefore, any entity making devices available to the public should follow best practices for securing devices and networks. The Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's [Web site](#) provides steps to secure devices.

- **Software updates.** We recommend that the latest software updates be installed.
- **Internet Browsers.** We recommend that your device uses one of the two most recent versions of the following Internet browsers on which the 2020 Census response Web site works best: Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native browser.
- **Link to 2020census.gov.** Please do not create a creative interface for the 2020 Census response Web site. Instead, your device should link directly to 2020census.gov. This helps the public understand that the 2020 Census Web site is legitimate.
- **Do not collect response information from outside the Census Bureau's online form.** Do not collect information from people that you intend to later enter into the Census Bureau's 2020 Census response Web site. For example, do not gather information on paper and later enter it in the Census Bureau's online response Web site yourself.
- **Password for wireless connection.** If you are connecting to the Internet through a wireless connection (wifi), please make sure your wifi connection requires a password to access it.
- **Multiple responses from a single location.** The Census Bureau has implemented secure systems that effectively prevent invalid responses without rejecting multiple responses from a single IP address.

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## Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

## Should you visit homes to encourage response?

The Census Bureau appreciates the work that stakeholders do to educate the public about why the 2020 Census is important and to encourage them to respond. We recognize that some stakeholders may choose to accomplish this education and motivation by going door-to-door.

While the Census Bureau encourages stakeholders to make devices available at public events and in public places, the law prevents anyone other than the Census Bureau from collecting census data door-to-door, so you may not collect 2020 Census data door-to-door at any time.

## If you choose to go door-to-door:

- You should make clear at the beginning of the conversation that you are not a Census Bureau employee and that you are not representing the Census Bureau in your visit to the home.
- Please limit your activities to handing out flyers and/or talking about the importance of the 2020 Census. The law prevents anyone other than a Census Bureau employee from collecting census responses door-to-door, so you may not make devices available at someone's door.
- **Please stop visiting homes by mid-May.** We make this request because we do not want any confusion about who is knocking on doors. We want to reduce concerns about impostors so the public will be motivated to open the door for census takers. If others visit during this time, the public could be confused and not open the door for a census taker.

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## Should you call the public to encourage response?

- The Telephone Consumer Protection Act restricts certain calls to individual households and imposes substantial liability for violations. Stakeholders should seek legal advice prior to making any calls. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to [2020census.gov](https://2020census.gov) to locate the phone number in their language.

## Should you conduct a survey during the 2020 Census?

- While we recognize that stakeholders that are spending significant resources on the census may want to gauge their efforts' impact, we strongly discourage stakeholders from conducting surveys during the 2020 Census so your surveys aren't confused with the census. If the public becomes confused and believes they have already responded to "the census," they may refrain from responding on their own or cooperating with a census taker who visits their household. If you feel that you must conduct a survey, please do so after July 31, 2020, when census takers are out of the field.

## Should you distribute outreach materials?

- We encourage you to distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site. Please co-brand materials with the 2020 Census official tagline and logo.
- Please visit this [Web site](#) to request use of our logo and find draft social media content and other materials you can use to promote the 2020 Census. You can also find fact sheets and other information, including PSA scripts and other toolkits, that you can share with your network. You're also encouraged to translate these materials into other languages.
- Follow the Census Bureau on our social media channels and share our content.
- Please correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at [rumors@census.gov](mailto:rumors@census.gov)

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**FRANKLIN TOWNSHIP  
RESOLUTION #2020-15**

**RESOLUTION RECOGNIZING THE IMPORTANCE OF THE 2020 CENSUS**

**WHEREAS** the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy;

**WHEREAS** the Township of Franklin, County of Hunterdon, is committed to ensuring every resident is counted;

**WHEREAS** federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data and housing;

**WHEREAS** census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for an accurate and fair redistricting of state legislative seats, county and municipal councils, and voting districts;

**WHEREAS** information from the 2020 Census and American Community Survey are vital tools for economic development and increased employment;

**WHEREAS** the information collected by the census is confidential and protected by law;

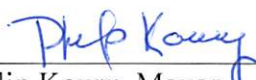
**WHEREAS** a united voice from business, government, community-based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens;

Now, therefore, **BE IT RESOLVED** by the Township of Franklin, Hunterdon County:

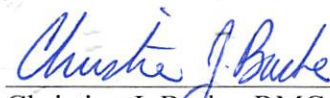
That Franklin Township is committed to partnering with the U.S. Census Bureau and the State of New Jersey and will:

1. Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all Franklin Township residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Provide Census advocates to speak to Franklin Township and Community Organizations. Support census takers as they help our Franklin Township complete an accurate count.
4. Strive to achieve a complete and accurate count of all persons within our borders

ADOPTED: 01/23/2020

  
Philip Koury, Mayor  
Township Committee

Attest and Affix Seal:

  
Christine J. Burke, RMC  
Municipal Clerk

I, Christine J. Burke, Municipal Clerk of the Township of Franklin, County of Hunterdon, do hereby certify this to be a true copy of a resolution adopted by the Township Committee at a meeting held on January 23, 2020.

  
Christine Burke, RMC  
Municipal Clerk

# Spread the word: The 2020 Census is here.

Newsletters, blogs, and emails are great ways to share information with your audience. Below are a few sample messages that you can drop into your communications to encourage your community to respond to the 2020 Census today. **These messages should only be shared from mid-March through the end of April 2020.**

The 2020 Census is here! The census impacts funding decisions for things like infrastructure, health care, education, and more. Respond today at [2020CENSUS.GOV](https://2020census.gov).

###

Count everyone in your home on the 2020 Census. That includes babies, young children, foster children, and nonrelatives who live with you. The census will shape the future for communities across the nation. Respond today at [2020CENSUS.GOV](https://2020census.gov).

###

Respond to the 2020 Census today to help make sure your community is accurately funded and represented for the next 10 years. Learn more and complete your form at [2020CENSUS.GOV](https://2020census.gov).

###

Respond to the 2020 Census today to help make sure communities across the country are accurately funded and represented for the next 10 years. Learn more and complete your form at [2020CENSUS.GOV](https://2020census.gov).

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Respond to the 2020 Census online, by phone, or by mail today. Regardless of how you choose to respond, your information will be kept confidential and can only be used to produce statistics. Your responses cannot be used against you in any way. Learn more at [2020CENSUS.GOV](https://2020census.gov).

For more information, visit:

**2020CENSUS.GOV**

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# Sample messages for partners.

Newsletters, blogs, social media, and emails are great ways to share information with your audience. Below are a few sample messages that you can drop into your communications to tell your community about the importance of the 2020 Census. These messages are intended to inform the audience about the census and should be used prior to April 1, 2020.

## General messages.

The 2020 Census is fast approaching. Data collected in the census will inform the distribution of more than \$675 billion in federal funds to states and communities each year for things like infrastructure, health care, and food assistance. It's important that we all respond to shape the future of our communities. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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Be sure to count everyone who lives in your home on your 2020 Census form. This includes babies and young children, who are often missed in the census. Not counting newborn babies and children impacts support for programs such as children's health insurance, hospitals, child care, food assistance, schools, and early childhood development. It is important to count all the babies and children in your home, even if they aren't related to you or are only staying with you temporarily. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

###

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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## Message for renters.

Beginning in mid-March 2020, you can respond to the census online, by phone, or by mail. Be sure to count everyone living or staying in your home, including newborn babies and young children, even if they aren't related to you or are only staying with you temporarily. No matter how you respond, your personal information is confidential, is protected by law, and can never be used to identify you. It can never be shared with law enforcement agencies or your property manager. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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### Messages for college students.

The 2020 Census will influence community funding and congressional representation. Responding to the census is your chance to impact programs like Pell Grants, health care services, food assistance, and more for the next decade. Shape the future by responding to the 2020 Census. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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If you live in off-campus housing that is not owned, leased, or managed by your college or university, you can respond online, by phone, or by mail beginning in mid-March 2020. You should count yourself at your off-campus address, even if you stay somewhere else during school breaks. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

###

If you live in on-campus student housing or in another student housing facility that is owned, leased, or managed by your college or university, census takers will work with student housing officials to ensure that you are counted. You may be asked to complete an individual census form. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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### Message for group housing residents.

If you live in a group facility, like military barracks or shelters, census takers will work with a representative from your building to make sure you are counted where you live and sleep most of the time. They may ask you to complete an individual census form. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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### Message for faith-based audiences.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics, which help determine federal funding for things like food assistance, health care services, and Pell Grants. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does not collect information about religious affiliation. U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

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# 2020 Census Partner Sample Message

Help spread the word about the 2020 Census through emails and blogs to members of your community. You can send the content below or tailor to match your community's interests and concerns.

We are excited to announce that we are partnering with the U.S. Census Bureau to support the 2020 Census. As a partner, we will be working to make sure our community is accurately represented in the upcoming decennial count.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than \$675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

As the 2020 Census approaches, we will continue to share information about how you can make sure our community is fully represented. Visit **2020CENSUS.GOV** anytime to get the latest news.