Census in a Time of COVID-19:
What can we do as individuals?
With COVID-19 reaching pandemic-status, New York State has banned all non-essential gatherings of any kind. This means that many of our field plans to get out the count need to be rethought. We recognize this is a scary and frustrating time for census advocates. But by finding ways to engage, and by continuing to fight for New York’s fair share of resources and representation, we can come through this more resilient and hopeful for a better future.
Become a Census Ambassador!

1. Anyone can be a Census ambassador!
2. Engage your own personal network and make sure they have filled out the Census
   a. Ideas of who to engage:
      i. Friends
      ii. Family
      iii. Neighbors
      iv. Coworkers
Relational Organizing

- The idea: reaching out to someone you know if more effective than a stranger
- Reaching out to your family, friends, and anyone you know that is in your network
- Establishes a system of trust
- Helps to reach people who are not accessible by traditional phone/text-banking, social media outreach, etc.
From Your Home/Neighborhood

- Reach out to your building or housing association about connecting on Census
  - Write letters or emails
- Hang up posters in your building, elevator, or in your window
- Reach out to your neighbors and make sure they’ve seen the Census mailings
- Neighborhood newsletters, email listservs - think about what methods of communication your area uses
- Think about writing an op-ed or letter to the editor
From your Workplace

• If you use a work email address, put a Census message/link in your email signature
• Make sure all of your co-workers know about the Census and make sure they’ve completed it
• Once they complete, plan a Census Completion Happy Hour! Celebrate the 100% response rate!
• Think about who you communicate with outside of your organization - clients, customers, etc. - is there Census messaging you can pass on to them? Can you include the message in all check-ins?
From your Wider Community

- What comes to mind when you think of the word community?
  - Are you involved in a faith group (mosque, church, synagogue, etc.)
  - Are you involved in local organizations outside of work?
  - Do any of your schools have alumni associations?
  - Do you belong to other political groups or movements?
From your Computer/Phone: Engaging Digitally

- Engaging in the digital space
  - Social media network - what social media platforms do you use frequently?
  - Sharing Census messaging and talking points on Twitter, Instagram, Facebook, Snapchat, TikTok, etc.
HTC Map:
https://www.censushardtocountmaps2020.us/
HTC Map: what can you do?
https://www.censushardtocountmaps2020.us/

- Did you know you can check your check-in on your neighborhood and see how it’s doing on the 2020 Census?
  - Use this tool to see how your neighborhoods and the neighborhoods around you are doing!
  - Use these results to be strategic and creative in your outreach ideas/plans!
Sharing Online Messages

● Share Census messages online
  ○ Participate in social media campaigns - Black Census Week, #WhyICensus
  ○ #OurTimeToCount
  ○ WeCount

● Who are the social media influencers in your network?

● Facebook Profile Photo filters
Influencers in your Network

- Firstly, who is an influencer?
  
  An influencer can be any trusted voice in a community - on or offline. Often, we think of celebrities, athletes, actors and musicians as influencers because they have a large reach and carry name recognition. But, sometimes our friends who always have great social media posts, community leaders, faith leaders, local leaders are also influencers. An influencer has both earned the trust of their community and has an authentic voice and can share a message that resonates with people and persuades them to take action.

→ Think about the influencers you follow on social media - do you know any of them personally, or feel comfortable reaching out to them by direct message?
Influencers in your Network: 10-minute demonstration

- If you know of an influencer who would be willing, talk to them about doing a 10-minute presentation of a skill or demonstration. Anything from making a cocktail to an omelet or anything in between!
- In this toolkit learn how to engage influencers (big and small) in your network on how they can create a sense of much needed companionship during this time of physical distancing and educating our communities on the importance of the 2020 Census and how to respond.
Census & Influencers, cont.

- Better yet, do you have a skill that you can showcase for 10 minutes? Showcase your skill on your social media platforms and let people know that it also only takes 10 minutes to complete the Census!
- The time is now for us all to speak up and motivate our communities to complete the census because the census counts and so do we!
"We Count" Census Book

- Have you seen the We Count Census Book? Linked here!
  - Consider reading the book on the social media platform of your choosing - FB or Instagram live for example
    - If you do a FB/Instagram live, the video will automatically save and you can share it at any time!
  - Do you speak another language or have friends or family that do? Read the book in that language and share it with your networks!
Census Virtual Create-a-Thon

- Virtual Create-a-thons (VCAT’s) are the online version of in-person Create-a-thons, where several gather on an online platform to create shareable media to promote the Census, particularly creating content that appeals to or targets HTC communities.
- Are you creative, or do you like working with creative-minded individuals? Participate in upcoming Census Create-a-thons and help create new Census materials!
Free Internet and Data Limits

- Almost 200 service providers nationwide (including AT&T, Cox Communications, Sprint, T-Mobile, and Verizon) have signed onto the Federal Communications Commission’s Keep Americans Connected Pledge.
- In addition, several providers are removing data limits as well as expanding services for low-income households. AT&T, Comcast, and T-Mobile, have all removed data caps for the time being.
- Find a hotspot here: https://hotspots.wifi.xfinity.com/
Volunteering in the Digital Organizing Space

- NYC Census and other CBO organizations provides volunteer opportunities for phone and text-banking. If you have spare time at home, consider getting involved!
- Join a virtual phone-banking party
  - NYCounts2020 and partners are hosting weekly phone banks across New York State. Sign up to get involved to help GOTC in NYS!
    - [https://www.mobilize.us/civilrights/](https://www.mobilize.us/civilrights/)
Census Education: Printed Materials

- Which essential businesses are you visiting at this time? Would you feel comfortable approaching them about Census materials?
- Think about the places you frequent - grocery store, laundry mat, etc. - and see if they are willing to work with you on getting out Census flyers and materials!
- Consider hanging posters or dropping off census education materials for folks to pick up during a visit
Essential Business Examples

Grocery stores & bodega check outs, Pharmacies, Laundromats, gas stations (particularly outside NYC), places of worship if operating, food pick-up locations, clinics/hospitals, mechanic/auto parts stores, Banks, Elder care, Liquor stores, Utilities, Transportation hubs, Take-out restaurants/bars, Hardware and building material stores, Childcare, Animal hospitals
Identify Partners

- Local medical providers
- Census ambassadors in buildings
- Bumper stickers at gas stations
- Work with local governments to use blank billboards
- Host a Census art challenge
- Work with faith leaders
- Connect with museums and libraries
- Reach out to PTAs
- Reach out to food truck owners
Additional Resources

- Census Counts Chatbot
- Census Hotlines (see next slide)
- Need to make sure your workplace is ready for COVID-19? Check out this bank of resources from the National Center of Nonprofits on how to make sure you keep your employees, yourself, your partners, and your organization safe—mentally, physically, and financially.
Census Hotlines

- Lawyers’ Committee for Civil Rights Under Law: (888)-COUNT20 or (888)-268-6820
- Arab American Institute: (833) 333-6864; (833)-3DDOUNI (“Count me” in Arabic)
- Asian Americans Advancing Justice | AAJC: (844) 2020-API or (844) 202-0274 The hotline will be available in English, Mandarin (普通話), Cantonese (廣東話), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাঙ্লা).
- NALEO Educational Fund: (877)-EL-CENSO or (877)-352-3676
We are in this **together**.
Thank you!

Questions?