

# 2020 CENSUS

## Engaging Rural Communities



### A Toolkit for COVID-19 Response

The census determines funding for critical services including:

- ROADS
- SCHOOLS
- HOUSING
- FOOD STAMPS
- AGRICULTURE
- and MORE!



### Rural communities must be counted in the 2020 Census too!

Long considered a hard-to-count population, rural communities are even more difficult to reach in the time of COVID-19 as traditional door-to-door contact is limited. Since many people living in rural areas only have P.O. Boxes, they will **not** receive the paper census in the mail. **The Census Bureau does not mail any materials, including the paper census and census instructions, to P.O. Boxes.**

**Agencies have a big responsibility** to help reach these rural communities to ensure everyone completes their census either **online or by phone**.

### You can help:

- **Distribute census-related materials** from the Partnership via food pantries, health care centers, LIHEAP outreach, local grocery stores, gas stations, and other nonprofit partners.
- **Train your staff members on census basics** so if someone has questions, they are prepared to give the right answers. The biggest hindrance to census response is misinformation so familiarizing your staff with our census resources will be crucial to a complete count.

[www.communityactionpartnership.com/2020-census](http://www.communityactionpartnership.com/2020-census)

## The Partnership is here to support you.

We know that since the pandemic hit our country, many agencies are focused on providing direct, immediate services to their communities. With that in mind, we have created census resources **for you** so you can continue to focus on caring for those in need. Click on the links below to access them.

On our website, you will find the following 2020 Census materials:

- [Public Service Announcement videos](#)
- [Social media graphics](#)
- [Census safety handouts](#)
- [Census orientation Powerpoint presentation](#)
- [Community Action Counts toolkit](#)
- and more!

COVID-19 has pushed back the deadline to complete the census, but we want to keep the goal of a complete count in mind. Please share our materials with your community to continue to promote the census.

**Contact Lindsay Marsh at the Partnership if you have any questions about accessing these materials or if you need printing assistance.**

[LMarsh@communityactionpartnership.com](mailto:LMarsh@communityactionpartnership.com)



### Call the Census Hotline

**English** 844-330-2020

**Spanish** 844-468-2020

### Visit the Census.gov Websites

[Complete the Census Online](#)

[Learn More About the Census](#)



*With your help, we can ensure  
a complete count of the 2020 Census.*

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**EVERYONE  
COUNTS!**