Before the Knock 2020 Census Campaign
Communications Toolkit

The Time Is Now. We must #GetCountedNYC Before the Knock...

July 31 would have marked the last day of the self response period for the 2020 Census, and on August 11th, NYC’s uncounted households will begin to receive a knock on the door by Census Bureau enumerators.

We know that self-response data is more accurate than data collected by the Bureau when they knock on your door. That is why we are launching a new campaign to ensure all New Yorkers get counted Before the Knock.

Many of us don’t like opening our doors for unexpected guests, or fear misuse of information. For this reason, a final push between July 31st and August 11th is critical to getting New York counted accurately, fairly, and urgently.

This guide provides key messages and graphics for you to share with your communities and stakeholders, reminding them that no matter what part of the city in which they live, or even if they aren’t here right now, we’re all in this together and we need their count.

Completing the Census is one thing they can do to make sure New York has the resources it needs and the representation we deserve over the next ten years.

You can share the information and graphics provided in this guide by:

- **Emailing** a special note to your community and stakeholders, using this graphic and incorporating the messages below.
- **Sharing** the graphics provided [here](#) on Twitter, Facebook, LinkedIn and Instagram along with social media posts incorporating the messages below.
  - We’ve provided a few sample messages for you to customize as well as hashtags for you to use with your posts.
- **On August 10th at 10am** encourage businesses, unions and organizations to have their employees take 10 minutes to complete the Census.

We are relying on leaders and trusted messengers like you to help make sure that New York gets counted and that none of our communities are left behind.
Thank you for your commitment to getting out the count.

Key Messages:

- NYC is your home, even when you’re not here. Our city’s recovery will depend on the 2020 Census. Complete it for yourself, and for everyone else. Fill it out at my2020Census.gov today.

- Your count will determine our city’s future. Don’t allow New York to go uncounted, visit my2020Census.gov and complete your Census form today.

- For every individual and community that goes uncounted, millions of dollars that should go to our local schools, hospitals, organizations, and businesses are lost. It is our count, our community, and our future. Visit my2020census.gov to complete the Census today.

Sample Social Media Messages:

- NYC is your home, even when you’re not here. Our city’s recovery will depend on the #2020Census. Complete it for yourself, and for everyone else. Fill it out at my2020Census.gov today.

- No matter your stop, we’re all in this together and we need your count. Visit my2020Census.gov and complete the #2020Census today.

- Better schools, better services, better healthcare, all things in our communities impacted by each of us completing the #2020Census. Get started by visiting #my2020Census.gov today.

Hashtags to Use:

#2020Census | #GetCountedNYC | #WeCountNYC | #NYCounts | #NYCounts

HELPFUL RESOURCES

- My2020Census.gov
- 2020Census.gov
- ABNY2020Census.org
- US Census Bureau Videos
- Census Counts: What’s at Stake?
- Counting for Dollars 2020
- Creatives for the Count Gallery
- Art + Action Come to Your Census Toolkit
- 2020 Census Media Toolkit
- Census Bureau Language Guides and Support in 59 Language (PRINT)
- Census Language Guides (VIDEOS)
- Census 101: What You Need to Know
- Responding to the 2020 Census by Mail
PHONE NUMBERS TO REMEMBER AND SHARE:

1-800-923-8282: Census Bureau Customer Service Center
Complete the Census by Phone (Full Guide with All Languages)

- English: 844-330-2020
- Spanish: 844-468-2020
- Vietnamese: 844-461-2020
- Korean: 844-392-2020
- Russian: 844-417-2020
- Arabic: 844-416-2020
- Tagalog: 844-478-2020
- Polish: 844-479-2020
- French: 844-494-2020
- Haitian Creole: 844-477-2020
- Portuguese: 844-474-2020
- Japanese: 844-460-2020
- English (for Puerto Rico residents): 844-418-2020
- Spanish (for Puerto Rico residents): 844-426-2020
- TDD (Telephone Display Device): 844-467-2020