

NY Counts 2020 Census Week of Action- The Final Count-up! How to Get Out the Count as a Business

The 2020 Census is coming to an end soon and we need YOU to help us get out the count! We want ALL New Yorkers counted. Let's take these efforts statewide. Let's have every corner of NYS blanketed with a range of final get out the count activities. These ten days of action will encourage every resident of the Empire State to self-respond and bridge that 3.5% gap between NY's self-response rate and the national self-response rate.

We have until the end of this month to get our community counted! We must make sure New York receives the funding and political representation it deserves for the next TEN years! See below easy-lift ideas you can take to help us secure a fair count in the next 10 days.

Businesses (small businesses, restaurants, laundromats, salons, etc)	
"but I have no time" ideas	
Post about the census on all social media channels (don't forget about Snapchat and TikTok!)	<p>Need some graphics? Click here for an assortment of different graphics in various languages.</p> <p>Don't forget to direct people to the self-response portal, 2020census.gov, with each post.</p>
If operating in person, hang up a poster in your office or post a yard sign outside your offices	<p>Find ready-to-print posters here and even more here</p> <p>Additionally, find flyers in an assortment of languages here, census-themed coloring sheets here, a half-sheet flyer that lets them know how to fill it out, and a flyer that explains how to identify a Census taker.</p> <p>And last, don't forget about any electric billboard or screens near you! Make sure those have a census message too.</p>
Give your staff time to complete the census	Give your staff 10-15 minutes to complete the census on behalf of their family. Or to text 5 friends or family members reminders to complete the census at 2020census.gov .
"I can spare an hour or two" Ideas	
Send an email blast to your network or include a census message in newsletter you send	Include a paragraph explaining why the Census is important to your employees. Find

	<p>template emails to send to your employees or other lists here</p> <p>Need to refine your census messaging? Click here for a quick one-pager with some top-line 2020 Census messaging guidance and quick talking points when speaking about the 2020 Census.</p>
Add a census banner to your webpage.	This makes it easy for anyone who visits your website to respond. Click here to download ready-to-post graphics.
Record a video in a non-English language about the census and share it	Have a special language skill you provide to your community? Use that skill! See here from an example message from Cardi B in Spanish!
Write an op-ed about the census	See this op-ed all about why the census matters for businesses.
“I have time, let’s do this!” Ideas	
Offer promotional discounts for census completion	Offer customers a discount on your services if they complete the census! This could be a free snack or voucher for a clothing item. For example, in Queens, NY, This multi-date effort has seen over 75 participants complete their Census questionnaires online or by phone and then receive a free haircut. See photos here !
If operating in-person, host a census pop up at your location.	Are your offices open to the public? Make computers or tablets available for participants to fill out the 2020 Census during regularly scheduled service hours. In light of the COVID-19 pandemic, be sure to adhere to state and municipality guidelines, including proper sanitation procedures. See here for more information on how to host this event.
Coordinate a chalk mural	Get creative! Get a small group of artistic staff together to do some chalk art outside your business with a message about the census. See examples here .
Last but not least	

Spread the word through other networks

Know a trusted messenger in your network that might not work in your office? Perhaps a faith leader, teacher, or elected official? Text or email them asking them to talk about the census to their network. See an example friend/family email on page 9 of this toolkit [here](#).