

## NY Counts 2020 Census Week of Action- The Final Count-up! How to Get Out the Count as a City or Government Agency

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.

City Agencies	
"I have No Time" Ideas	
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 <a href="https://2020census.gov">2020census.gov</a> .  Find template emails to send to your employees <a href="#">here</a>
Have staff update their email signatures with census & auto-reply message with census information	Feel free to write your own, or use this pre-crafted version: <i>Have you completed the 2020 Census yet? It's just 9 questions and takes less than 10 minutes.</i> Visit <a href="http://www.my2020Census.gov">www.my2020Census.gov</a> to get counted today!
Meeting virtually? Update your Zoom background with a census message	Click <a href="#">here</a> for a NY Counts 2020 Zoom Background.
Include a census message on all external documents or emails.	Include a paragraph explaining why the Census is important to your organization or community in your monthly newsletter or dedicated email blasts. Click <a href="#">here</a> for a template blurb.  Need to refine your census messaging? Click <a href="#">here</a> for a quick one-pager with some top-line 2020 Census messaging guidance and quick talking points when speaking about the 2020 Census.
If operating in person, hang up a poster in your office or post a yard sign outside your offices	Find ready-to-print posters <a href="#">here</a> and even more <a href="#">here</a>

	<p>Additionally, find flyers in an assortment of languages <a href="#">here</a>, census-themed coloring sheets <a href="#">here</a>, a half-sheet flyer that lets them know <a href="#">how to fill it out</a>, and a flyer that explains <a href="#">how to identify a Census taker</a>.</p> <p>And last, don't forget about any electric billboard or screens near you! Make sure those have a census message too.</p>
<p>If operating in person, lay out literature in your waiting room or gathering center</p>	<p>Find handouts to lay out in your waiting room <a href="#">here</a>. Or have some census-themed <a href="#">coloring sheets</a> available for any children that visit.</p>
<p><b>I Can Spare an Hour Ideas</b></p>	
<p>Where appropriate, train front line staff to answer basic questions.</p>	<p>Encourage staff to bring up the Census as part of regular conversations with your community. These Census <a href="#">talking points</a> and <a href="#">Census fact sheets</a> are perfect for prepping them for such conversations.</p>
<p>Add a census banner to your webpage.</p>	<p>This makes it easy for anyone who visits your website to respond. <a href="#">Click here to download ready-to-post graphics</a>.</p>
<p>Does your phone service have hold-music you can edit? Add a census message</p>	<p>When people call do they get put into an automatic waiting room with hold music? Include a census message in your phone waiting room. Find sample PSA scripts <a href="#">here</a>.</p>
<p><b>I Have Time, Let's Do this!</b></p>	
<p>Poster Canvass and Literature Drop</p>	<p>Go further! Gather a small group of staff to hang up posters at various locations around your community. These can be bus stops, recycling centers, food distribution centers, satellite officers, and more.</p> <p>You can target your message and perhaps change the languages based on the area where you chose to distribute your materials.</p> <p>Find ready-to-print posters <a href="#">here</a> and even more <a href="#">here</a></p>

	<p>Additionally, find flyers in an assortment of languages <a href="#">here</a>, census-themed coloring sheets <a href="#">here</a>, a half-sheet flyer that lets them know <a href="#">how to fill it out</a>, and a flyer that explains <a href="#">how to identify a Census taker</a>.</p> <p>And last, don't forget about any electric billboard or screens near you! Make sure those have a census message too.</p>
<p>Utilize the USPS Every Door Direct Mail to mail a census postcard to an entire census tract.</p>	<p>USPS Every Door Direct Mail Program allows you to send a postcard or brochure to every address in a specific zipcode. Click <a href="#">here</a> for information on pricing and to learn more.</p> <p>Click <a href="#">here</a> for a sample postcard ready to send.</p>
<p>If operating in-person, host a census pop up at your location.</p>	<p>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 <a href="#">here</a> for more information on how to host this event.</p>
<p>Host a census drive-through</p>	<p>Not operating in person but still like the idea of a census pop-up? Perhaps a census drive-through is the event for you. See <a href="#">this guide</a> for how to host a census pop-up event- just make it a drive through instead!</p> <p>See how a CBO in Brooklyn did it <a href="#">here</a>.</p>
<p>Enlist Oscar the Grouch to help spread the word on garbage trucks!</p>	<p>NYC Census garbage trucks now have a special census message with Oscar the Grouch! See a story <a href="#">here</a>. Find printable Sesame Street posters <a href="#">here</a>.</p>
<b>Last But Not Least</b>	
<p>Spread the word through other networks</p>	<p>Know a trusted messenger in your network that might not work in your office? Perhaps a small business owner, school administrator, or faith leader? Text or email them asking them to talk about the census to their</p>

	<p>network. See an example friend/family email on page 9 of this toolkit <a href="#">here</a>.</p>
<p>Add Census awareness to your pre-existing activities</p>	<p>If you're interacting with others in-person or virtually, talk about the census at any event! Simply take 5 minutes at the beginning of any meeting and remind everyone about the importance of the census and to complete it at <a href="https://2020census.gov">2020census.gov</a></p> <p>Need to refine your census messaging? Click <a href="#">here</a> for a quick one-pager with some top-line 2020 Census messaging guidance and quick talking points when speaking about the 2020 Census.</p>