

NY Counts 2020 Census Week of Action- The Final Count-up!

How to Get Out the Count as a Direct Service Provider

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.

Direct Service Provider	
"I have no time" ideas	
Add Census awareness to your pre-existing activities	<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 event and remind everyone about the importance of the census and to complete it at 2020census.gov</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>
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>
Have staff update their email signatures with census & auto-reply message with census information	<p>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></p> <p>Visit www.my2020Census.gov to get counted today!</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>
Lay out literature in your waiting room or gathering center	Find handouts to lay out in your waiting room here . Or have some census-themed coloring sheets available for any children that visit.
Meeting virtually? Update your Zoom background with a census message	Click here for a NY Counts 2020 Zoom Background.
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	<p>Include a paragraph explaining why the Census is important to your organization or community in your monthly newsletter or dedicated email blasts. Find a sample email template 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>
Where appropriate, train front line staff to answer basic questions.	Encourage staff to bring up the Census as part of regular conversations with your community. These Census talking points and Census fact sheets are perfect for prepping them for such conversations.
Educate your staff, board, and volunteers.	Add a discussion about the importance of the 2020 Census to the agenda of your next board meeting, staff meeting, and/or volunteer gathering.

	Watch this 7-minute video that gives an overview of the census here .
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!
Does your phone service have hold-music you can edit? Add a census message	When clients 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 here .
“I have time, let’s do this!” Ideas	
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.
Host a census drive-through	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 this guide for how to host a census pop-up event- just make it a drive through instead! See how a CBO in Brooklyn did it here .
Host a mini-phone bank	Make sure the people you serve have been counted! Gather volunteers to make calls to any phone lists you have with a quick reminder to complete the census. Find a sample script here .
Ask your President, Executive Director, or CEO to write an op-ed about the census	See this op-ed from Meeta Anand to The Buffalo News.

<p>Host a Census DJ night or Census Party on Zoom or FB/IG Live</p>	<p>Get your community together virtually and plan a fun night of music over FB/IG Live or Zoom. Add in a DJ for extra fun! See here for how this event could look.</p>
<p>Hosting a Census Lotería or Bingo night on Zoom or FB Live</p>	<p>Get your community together virtually and plan a fun game night over FB/IG Live or Zoom. Find a census lotería game board here. And see an example of this event here.</p>
<p>Coordinate a chalk mural</p>	<p>Get creative! Get a small group of volunteers together to do some chalk art outside your offices or a local grocery store with a message about the census. See examples here.</p>
<p>Host a census TikTok or Meme competition</p>	<p>Do you work with youth? Host a census TikTok or Meme competition. See how University of Nebraska Omaha did it here.</p>
<p>Poster Canvass and Literature Drop</p>	<p>Gather a small group of volunteers to hang up posters at various locations around your community.</p> <p>You can target your message and perhaps change the languages based on the area where you chose to distribute your materials. Reach out to small businesses and see if they'd be willing to hang up a poster or have literature available in a common area (such as a waiting room).</p> <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>
<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</p>

	<p>address in a specific zipcode. Click here for information on pricing and to learn more.</p> <p>Click here for a sample postcard ready to send.</p>
Last but not least	
Spread the word through other networks	<p>Know a trusted messenger in your network that might not work in your office? Perhaps a small business owner, 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.</p>