

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

How to Get Out the Count as an Elected Official

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.

Elected Officials 10+ things you can do to support a complete count!	
<p>Post about the census on all social media channels (don't forget about Snapchat and TikTok!)</p>	<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>
<p>Have staff update their email signatures with census & auto-reply message with census information</p>	<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>
<p>If operating in person, hang up a poster in your office or post a yard sign outside your offices</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>Meeting virtually? Update your Zoom background with a census message</p>	<p>Click here for a NY Counts 2020 Zoom Background.</p>

<p>Send an email blast to your network or include a census message in newsletter you send</p>	<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>
<p>Add a census banner to your webpage.</p>	<p>This makes it easy for anyone who visits your website to respond. Click here to download ready-to-post graphics.</p>
<p>Write an op-ed about the importance of the census</p>	<p>See this op-ed from City of Rochester Mayor Lovely Warren</p>
<p>Host a census pop up at food distribution sites/parks/business districts</p>	<p>Make computers or tablets available for participants to fill out the 2020 Census at locations that are operating in your city such as laundromats, grocery stores, food distribution centers, and more. 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.</p> <p>Or, 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!</p> <p>See how a CBO in Brooklyn did it here.</p>
<p>Host a census caravan in your city</p>	<p>You can still have a parade while social distancing! Click here for some background materials, checklists, and more on how to organize a Census Caravan.</p> <p>You can also easily accommodate to bikes or a socially distant walkathon.</p>
<p>Hire a muralist to paint a census mural on a blank billboard or somewhere in your city</p>	<p>Get creative! Hire an artist from your city to paint a census mural in your beautiful city. See this example from Houston.</p>

Speak about the census on local radio or TV	Are you speaking on radio or TV anytime soon? Be sure to include a census message. Find sample radio PSAs here .
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.
Spread the word through other networks	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 network. See an example friend/family email on page 9 of this toolkit here .