

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

How to Get Out the Count as a School

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.

Schools	
"I have no time" ideas	
Add Census awareness to your pre-existing activities	<p>Add a census message to anything you're already doing! 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 or post a yard sign outside drop-off or front office.	<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>Operating in person, send home a flyer explaining the importance of the census. Or coloring sheets!</p>	<p>Find a take-home flyer from the National Education Association here.</p> <p>Or better yet, send home some census-themed coloring sheets to your students!</p>
<p>Give your staff time to complete the census</p>	<p>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.</p>
<p>"I can spare an hour or two" Ideas</p>	
<p>Send an email blast to your families 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 language about the census and education from the National Education Association here.</p> <p>Or better yet, e-mail some census-themed coloring sheets to your families!</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>Provide your teachers resources on how to answer frequently asked questions about the census</p>	<p>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.</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>

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!
Host a community radio program? Include a census radio spot.	Does a club at your school have a community radio program or podcast? Include a census message in your next broadcast. Find sample PSA scripts here .
“I have time, let’s do this!” Ideas	
Embed census into lesson plans for all ages and subjects!	Engage with the Statistics in Schools Program from the US Census Bureau. These Statistics in Schools program can be used by teachers for classroom instruction or distance learning, and by parents and caregivers to learn together with the children in their home. The resources spotlight the 2020 Census and the importance of making sure everyone is counted, especially children. Click here to find ready-made lesson plans for all ages and subjects.
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 .
Call your families with a reminder about the census	Make sure the people you serve have been counted! Sending a robo-call with back to

	<p>school resources? Or are teachers calling parents to introduce themselves?</p> <p>Add a quick census message to your call! Find sample PSA scripts here.</p>
Ask your Principal to write an op-ed about the census	<p>See this op-ed from Meeta Anand to The Buffalo News.</p> <p>Additionally, see this op-ed from a DC High School senior.</p>
Host a Census Lotería or Bingo night on Zoom or FB Live	<p>Need to add some fun? Do a game-day with your students and learn about the census! Find a census lotería game board here. And see an example of this event here.</p>
Coordinate a chalk mural	<p>Get creative! Get a small group of artistic students together to do some chalk art outside your school or a local gathering center with a message about the census. See examples here.</p>
Host a census TikTok or Meme competition	<p>Host a census TikTok or Meme competition for your students. See how University of Nebraska Omaha did it here.</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, faith leader, 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>