

# United States<sup>®</sup> Census 2020

United Way  
of New York City



## CENSUS OUTREACH TOOLKIT

A guide for UWNYP Corporate  
Partners & Volunteer Leadership  
to aid in 2020 NYC Census  
Complete Count

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# A LETTER FROM UWNYC LEADERSHIP

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Friends, neighbors, cherished partners, and volunteers,

First and foremost, thank you for your interest in supporting this incredibly important initiative. As you likely already know, every 10 years, the US Constitution mandates that every person in the United States be counted. The census is the largest mobilization and operation conducted in the US, it requires years of research, planning, and the development of methods and infrastructure to ensure an accurate and complete count. This year's census has presented previously unimaginable challenges. Hundreds of in-person events, door-to-door campaigns, and street teams, have been cancelled, making it harder than ever to reach our fellow New Yorkers.

This year's Census holds even more weight as we continue to fight for racial, social, and economic equality in our City. Our actions over the next few months will determine not only what percentage of a potential \$1.5 trillion in Federal Funding that our city will receive, but also ensures that we have fair representation in the House of Representatives. New York cannot afford an undercount. In 2018 alone, the state paid \$22 billion more in taxes than it received in federal funding, according to a report by the Rockefeller Institute of Government.

It is also important to note that there is so much more to democracy than just voting. The census is your opportunity to fulfill your civic duty and ensure New York State gets its fair share of representation in congress and federal dollars, which help to improve our neighborhoods and support the communities we serve at United Way of NYC. For every New Yorker that isn't counted, NYC stands to lose nearly \$4,000. By completing the census, we have the power today to help influence the social changes we are all desperately craving.

Finally, I know there have been attempts and speculation intended to dissuade individuals from completing the census. I want to make it clear - there is no citizenship or immigration status question on the 2020 Census. Every person living in the United States – regardless of color, creed, immigration status, socio-economic standing, or otherwise needs to be counted in this year's census.

We are looking to you, our valued volunteer leaders, and corporate partners, to help us #GetEveryoneCounted. We need your support to help us continue to reach communities that are being undercounted!

10 questions, 10 minutes of action, 10 years of a stronger, more prosperous New York.

Let's do this!



**SHEENA WRIGHT**

President & CEO, United Way of New York City

P.S. Complete your census today - [www.my2020census.gov](http://www.my2020census.gov)

# CENSUS STATUS UPDATE

Today, there is a critical need for New York City to increase its participation in the 2020 US Census. As of July 22nd, NYC is lagging behind the national Self-Response Rate (SRR) by almost **10%**. This gap represents the potential loss of **\$5.8 billion** for programs such as education, housing, transportation, and health care. This gap also has the potential to lose our city 2 congressional seats. We are aiming to get NYC's SRR to reach (and hopefully surpass) the national average, to ensure NYC gets our fair share of federal resources.

During this year's census, neighborhoods that have typically had high Self-Response Rates (SRRs) in previous Censuses are falling behind even typically hard-to-count communities. Some examples are listed below:

NEIGHBORHOOD	CURRENT 2020 CENSUS SELF-RESPONSE RATE (7/22)	GAP TO 2010 CENSUS SELF-RESPONSE RATE	# OF HOUSEHOLD RESPONSES NEEDED
Midtown Manhattan	40%	-15	4,563
SoHo	44%	-16	1,518
NoMad	46%	-15	1,814
Little Italy	46%	-15	608
TriBeCa	48%	-16	1,572
Upper East Side	48%	-17	5,479
Upper West Side	60%	-16	1,420
Brooklyn Heights	60%	-14	239
Hell's Kitchen	54%	-13	4,038
Dyker Heights	46%	-11	2,904
Cypress Hills	41%	-11	3,467
Long Island City	50%	-14	2,293
<b>TOTAL</b>			<b>29,915*</b>

**\* This total is not exhaustive of all neighborhoods with traditionally high self-response rates. To see how your neighborhood is pacing, check out this [map](#).**

This toolkit was designed to support you, leading NYC businesses, and UWNYP volunteer leaders, to aid in this critical outreach. The goal of this toolkit is to provide you with the information and tools you will need to connect with both your personal and professional networks.

Together, you can help shape the next 10 Years of our City's Future.

Let's get everyone counted!

# CENSUS 101

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Every 10 years, the US Constitution mandates that every person in the United States be counted (you are legally obligated to participate). There are no questions about immigration or citizenship. Census responses are completely confidential, and by law, cannot be shared with anyone, including any other government agencies.

An undercount for the 2020 Census will guarantee less financial support for NYC's federally funded programs and reduced political representation in Congress.

Why it matters to NYC and You:

1

## FEDERAL FUNDING

It determines how the federal government allocates **\$1.5 trillion every year** to states and cities, including **\$74 billion for New York State** and **\$6 billion for NYC**, for important programs and services we all rely on, including education, housing, transportation, and health care. In 2018 alone, NYS spent \$22 billion more in taxes than it received in Federal Funding. We are funding other states programs instead of our own.

2

## REPRESENTATION

Census data determines each state's number of seats in the US House of Representatives and helps draw Congressional and state legislative districts. If New York doesn't have a complete count, we could lose up to two seats following this year's census.

3

## BETTER DECISION MAKING:

City agencies rely on census data every day to make decisions about public safety, school construction, sanitation and transportation, healthcare planning, and so much more. Businesses use census data to decide where to build factories, offices, and stores, and bring jobs to those communities. Real estate developers and city planners use the census to plan new homes and improve neighborhoods.

# ENGAGEMENT STRATEGIES – HOW YOU CAN HELP

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We know that not everyone is in a position to go out into their communities right now, but that does not mean you can't make an impact in getting a complete count at home. Below are some engagement opportunities/strategies, both virtual and in-person, that you can incorporate into your everyday routine.

**Step 0** – Complete the census for your household at <https://my2020census.gov/>

**Step 1** – Post on **Social Media** about why YOU completed and why others should

**Step 2** – Email your company's C-Suite or HR department about **sharing census information with employees**. If you are your C-Suite or HR at your company – great, get that email out today!

**Step 3** – Connect with **friends, family, Book Clubs, Sports Team, Alumni Networks**, etc. to encourage them to fill out their census.

**Step 4 – 9** – Follow-Up, Follow-Up, Follow-Up!

**Step 10** – **Enjoy** the next 10 years of opportunity you helped to bring to your community.

# 1



## VIRTUAL OPPORTUNITIES

### Social Media Outreach

- Utilize templated messages (found in Appendix below) to share:
  - Why the Census is important
  - Why it matters to you
  - Why it should matter to your network

### Employee/Coworkers

- You can utilize existing communication tools within your companies to connect with colleagues. Examples include:
  - Posting on the Company Intranet with the Census Link
  - Sending templated email messages to coworkers
  - **Emailing your C-Suite or HR department to share a templated message with all NYC employees**

### Email Signature

- If allowed by your company, you could add the link to your email signatures.  
Ex: "10 Minutes, 10 Questions, 10 Years of Impact. Be sure to complete 2020 Census Today at [www.my2020census.gov](http://www.my2020census.gov)"

### Post in local neighborhood Facebook groups

### HR

- You can also suggest that your HR department host census contests where the 1st X number of people to sign up win a prize (gift card, free coffee, etc.)

# ENGAGEMENT STRATEGIES (Continued)

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## VIRTUAL OPPORTUNITIES (Continued)

### Phone-Banking

- Connect with NYC Census 2020 team to help call hundreds of New Yorkers in neighborhoods with the lowest self-response rates to date, encouraging them to fill out the census and patch them through directly to the U.S. Census Bureau so they can fill out the census over the phone. All you will need is a phone and a computer to participate.
- There are opportunities to support this initiative every night of the week through the end of September. Use the below links to sign up today:
  - Monday - [Manhattan](#)
  - Tuesday - [Brooklyn](#) and [Staten Island](#)
  - Wednesday - [Bronx](#)
  - Thursday - [Brooklyn](#)
  - Friday - [Queens](#)
- *Note: When registering to support this effort, please indicate UWNYP in the space provided.*

### Friends & Family Outreach

- During this time, many of us are checking in with friends and family more frequently. As we make sure our friends and family members are safe and healthy, we can remind them to fill out the 2020 Census to help ensure our city's recovery from this crisis. You can find a "friends and family outreach" toolkit online [here](#).
- Invite every member of your organization's staff to do this on their own time.

### Other Outreach Ideas

- Connect with your children's PTA groups
  - Participate in any intramural Sports Teams – Share the link with teammates
- Alumni Networks
  - This is a huge and influential group. Post on the group Facebook, email the NYC lead and ask them to share out via email.
- Send texts to friends & family
  - Templated message can be found below

### Real estate connections

- Send census information & request to Landlords to convey message to Tenants (email, postings in building, mailing alongside rent request, etc.).

# ENGAGEMENT STRATEGIES (Continued)

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## 2



### IN-PERSON OPPORTUNITIES

#### Neighborhood Organizing Census Committee

- Connect with local NOCC “Neighborhood Organizing Census Committee” representative to set up **Street Canvassing** through UWNYP connection
  - Simply reach out to our Census Coordinator, Emily Rowland Kain at [erowland-kain@uwnyc.org](mailto:erowland-kain@uwnyc.org) to be connected to the NOCC Borough leads
    - Target neighborhood hot spots: The beach, Parks, Grocery Store, USPS, Salons, Bars, Restaurants
    - PPE and marketing materials are available
    - Hang up posters with QR Codes that link to census website

#### Census Chalk Art

- Census Chalk Art – Fun for the whole family
  - Pick a highly trafficked sidewalk, assemble your team (children, neighbors, etc.) and write your census-related message (“Get Counted” or “Fill Out The Census”), and make sure to take a picture and share on social media with the hashtag **#GetCountedNYC**

#### “Dear Neighbor Letters”

- Use below template letter
- Put on elevators/in lobby/drop under doors, knocking on doors, etc.
- Use template flyer linked in appendix

#### Sign up to volunteer

- Sign up to volunteer with UWNYP local community-based activations already in play.
  - Email Emily at [erowland-kain@uwnyc.org](mailto:erowland-kain@uwnyc.org) for more information

# OUTREACH TIPS & TRICKS

Below are some suggested Tips & Tricks to make your Census Outreach as effective as possible:

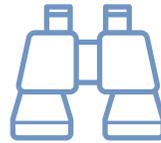
# 1

## MAKE IT **ACTIONABLE**



### Keep it Simple

Don't over complicate the ask. All people should be asked to Complete the Census and encourage their networks to do the same



### Make it Visual

Utilize the below templates (flyers, social posts, etc.) in your outreach. You need your message to stand out from the thousands of other messages people are getting.

# 2

## MAKE IT **RELEVANT**



### Make it Personal

Ex: If someone has child in public school, explain how the Census will affect their funding

1) You can also note the effect having quality schools has on real estate prices. Neighborhoods with inferior schools are less valuable.

2) Businesses use Census data to understand their target markets: Where to build new outlets, where to find new employees & customers, etc.



### Make it Social

Share why you filled out the Census and help people see that filling out the Census is the "right" or "cool" thing to do

# 3

## FOLLOW UP



The deadline to complete Census is October 31st. By sending a friendly reminder (or two), you ensure that your network is given the chance to complete their questionnaire. Remember to include a link to the census: ([www.my2020census.gov](http://www.my2020census.gov))

# OUTREACH TIPS & TRICKS (Continued)

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Below are some **TALKING POINTS** that you can utilize in your outreach both virtually and in-person:

**1** | Not counting just one person in the city in the 2020 Census could reduce federal funding by \$4,000, with education funding losing \$2,295, and job training by \$281.

**2** | The more of us who fill out the census, the more money our neighborhoods will get from the government for hospitals, healthcare, schools, and housing over the next 10 years. NYC needs federal funding now more than ever!

**3** | In 2018 alone, NYS spent \$22 billion more in taxes than it received in Federal Funding. We are funding other states programs instead of our own.

**4** | There are no questions about immigration, citizenship or financial information and your responses are 100% confidential.

**5** | Filling out the census is easy, and you can do it quickly and safely from home. It's just 10 questions and takes less than 10 minutes to fill out online at [my2020census.gov](https://my2020census.gov) or over the phone at 844-330-2020. You don't even need a code to fill it out – you can simply enter your address.

**6** | The census is for everybody: every neighborhood, every race, every nationality, every religion. Whether you are a citizen or non-citizen, on the lease or off the lease, if you live in New York City – you should fill out the census.

# CENSUS FACT SHEET

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The overall message on why you should participate in the 2020 census is simple: Because it's easy, it's protected, and it's important. 10 questions, 10 minutes, impacts the next 10 years.

## **Everyone Counts**

- Everyone living in the United States has the right to be counted in the 2020 Census. Every immigrant, every child, every neighbor, every student, everyone. Even if you can't vote, filling out the 2020 Census is a way to make your voice heard.
- The first step to having your needs advocated for is to fill out the Census so that your community can show how strong it is!
- Children under age 5 are the largest age group of undercounted people in the United States. And unlike other age groups, the undercount of young children grew between the 2000 Census and 2010 Census. An undercount in 2020 could affect how much support programs that serve families and their young children receive, such as schools, childcare and early learning, health insurance, hospitals, and food assistance.

## **Political Power/ Fair Representation/ Redistricting**

- Census data determines political representation in the house of representatives and influences redistricting.
- Getting counted helps give your community fair political representation. Make sure your elected officials, from Congress to city council, represent the actual concerns of your community.
- A fair and accurate count builds political power for your community and state because census data is also used for apportionment and redistricting. Census data alter the electoral college and therefore affects the presidential election, as well as who appoints federal judges. The data impact Congress, state legislatures, school boards, city councils — all the institutions that have the power to protect or harm us.
- There are 435 Representatives in the House of Representatives, by law. Each state is apportioned its share of House seats based on its fraction of the U.S. population. The number of House seats apportioned to New York State has been steadily declining because our population has not been growing as fast as some other parts of the country (in the sunbelt especially) and because our population has been undercounted.
- If New York State grows by less than other areas of the country (at least, according to the census), then we lose representation. Just look at these figures:
  - In the 1970 Census, NYS had 9.0 percent of the U.S. population and held 39 seats.
  - In the 2010 Census, NYS had 6.2 percent of the U.S. population and held 27 seats.
  - In the 2020 Census, NYS is projected to have 5.7 percent of the population and may get only 25 seats.

## **Federal Funding**

- More than \$1.5 trillion in federal funding is allocated based on census data — you have to know where people live in order to know where resources are needed. These federal programs fund necessities in local communities, like schools, health care, treatment for clean drinking water, and road repairs that benefit everybody. In addition, when a region has an accurate census count and gets its fair share of federal resources, it frees up state and local funds and helps create more flexibility to invest in new community programs.

## **Data is confidential and secure**

- It's protected. It's important that people know about, and trust in, the strong protections in place to protect themselves and their data.
- Under Title 13, it's illegal for the Census Bureau to share individual census data for 72 years. Anyone who shares that data could go to prison for up to 5 years or pay up to \$250,000 in fines – research shows that people need to know the severity of the penalty.
- This year's internet self-response option has raised concerns for some about digital data security. Congress has oversight over the Census Bureau and that the bureau is routinely testing and bolstering its systems. The bureau also maintains a full-scale structure to ensure its systems are functioning, implements continuous testing, and has a thorough framework for identifying and fixing system bugs – even working alongside skilled hackers to find vulnerabilities and patch them before the system is deployed.

## **Required in the Constitution**

- The census has been around as long as the country has existed and was detailed in 1790, in the U.S. Constitution.
- Article I, Section 2 of the United States Constitution places the census at the core of our democratic system of governance by requiring a count of the nation's population every 10 years. The information provided by the census and the related American Community Survey form the cornerstone of knowledge about the American people.

# UNDERSTANDING POTENTIAL PUSHBACK

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The below section identifies specific examples of pushback that you may encounter during your Census Outreach. By anticipating these potential areas of pushback and some suggested responses, you can be more effective in your communication.

- Pushback #1: I do not think the census will impact my life
  - **Response:** Census impacts all aspects of your life, including infrastructure, businesses, real estate, education, healthcare, and much needed government representation! An inaccurate count also more heavily impacts the lives of the already under-resourced communities you help support through your work with UWNYC.
- Pushback #2: I do not feel comfortable sharing my information
  - **Response:** We understand your discomfort with sharing your personal information. Please know private information is never published. It is against the law to disclose or publish any private information that identifies an individual or business including names, addresses, social security numbers [which the census does not ask for], and telephone numbers. Your information is protected by Title 13. Title 13 is so secure that even the Patriot's Act cannot access census data. Please see for this link for more information on [Title 13](#)
- Pushback #3: I do not have time to fill out the census
  - **Response:** "10 questions, 10 Minutes, 10 years of Impact"
- Pushback #4: I am not into politics
  - **Response:** The census is explicitly not political! Filling out the census is part of our civic duty. Everyone counts! For every person who doesn't fill out the census, New York stands to lose \$4,000 per person
- Pushback #5: I already filled out the census from my summer home
  - **Response:** Fill it out again but with your permanent address. Those funds will not help support your community here in NYC. You can refill out the census with the new information.

**More Common Census FAQs addressed here:** <https://newyorkcounts2020.org/census-1-2-3s/>

# TEMPLATE MESSAGES

Below are some templated messages and resources that you can utilize in your outreach. You can find these and **MANY MORE** resources [here](#).

## Here you can find:

- Downloadable Graphics
- Additional Templated Messages (Email templates, Sample Newsletters, Phone Scripts, etc.)
- Census Fact Sheets
- Articles & Reports about the census and the role it plays in our country
- Additional Toolkits from partner organizations

## Social Media Examples



Additional Social Media Templated Messages can be found [here](#).

## EMAIL EXAMPLES

### Email to Company C-Suite/HR

Hello <name>,

My name is <Your Name>, and I have worked at <Company> for \_\_# years. I am reaching out today to request your support in sharing a critical message with the organization.

As of today, just over 53% of New York City households have responded to the census, meaning New York City stands to potentially lose billions for critical programs and political representation in Congress and in Albany. I am reaching out today, on behalf of United Way of New York City to request that <company name> shares information about the census, and why it should matter to all of us, out to our colleagues.

I am including a sample message below that you could share out if appropriate. I am also happy to connect to discuss alternative methods of sharing this message.

Thank you so much in advance for your support of this incredibly important cause!

<Your Name>

### Language for Employee Email or Newsletter

Email Subject/ Article Title: Have a Say in New York's Future, Participate in the 2020 Census

Dear <name>,

<Company Name> is proud to partner with United Way of New York City to encourage you to participate in the 2020 Census. If you have already completed the short questionnaire, thank you, and please encourage your family and friends to do the same! This short activity is truly important for strengthening communities and families in New York and it only takes a few minutes.

New York receives federal funding for important community services like schools, police, fire, health care, roads and much more. However, if there is an undercount in New York, we may not get our share of these resources. The census is apolitical and is one of the easiest forms of civic duty.

You can complete the questionnaire online, by mail or over the phone. It is safe and private. In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time. The questionnaire is short and only asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

Thank you for your consideration! You can learn more about the census and it's effect on our community at [www.2020Census.gov](http://www.2020Census.gov).

Warmly,

<name>

## Sample Letter to Neighbors

Dear Neighbor:

I know this is a very challenging time, and I hope you and your loved ones are staying safe and healthy. I'm reaching out to you about one positive, easy thing you can do from home to ensure that our neighborhood recovers from this crisis: Complete the 2020 Census. The more of us who fill out the census, the more money our neighborhood will get from the government for hospitals, healthcare, schools, and housing over the next 10 years. Particularly in light of this crisis, our community needs these funds more than ever.

In just a few minutes, you can fill out the census at [www.my2020census.gov](http://www.my2020census.gov) or by calling **844-330-2020**. The website will ask you for a 12 digit code – but you just enter that code to fill out the census. Just click where it says “if you do not have a census ID click here.”

There are no questions about immigration, citizenship, your social security number or any financial information. and your responses are 100% confidential and can't be shared with anyone – not your landlord, not the police, nobody.

It takes less than ten minutes to answer the ten questions the census asks, yet it affects the next ten years of our city's future and will impact how our city will rebound from this crisis.

I hope I can count on you to help ensure our neighborhood gets the resources and representation it deserves!

Sincerely,

<Your name>

## Sample Letter to Friends/Family

Dear \_\_\_\_\_

I wanted to check-in with you - how are you doing? I know we're experiencing some stressful times so I wanted to reach out to let you know I am here to support!

Also, have you filled out your 2020 census yet? You can do so online [here](#)! The Census determines how much money in federal funding will be distributed to New York - our schools, healthcare, and housing programs rely on this funding. Furthermore, the Census Bureau is legally obligated to protect our information (Title 13), counting us only to determine funding - and they will not share this information with any entity. Click here for a Census [meme](#)! Can I count on you (puns) to complete and count your household in the Census? My last pitch for the Census (in this e-mail anyways): click [here](#) to listen to Cardi B explain why the Census matters.

Please feel free to reach out with any questions and let me know if I can support in any way! And if you have the time and energy, let's collaborate on continuing to reach out to at least 3 people in our community to check-in on them, share our resources, and tell them about the Census! Also if you know people who are DEFINITELY not going to complete the Census, let's reach out to them, too!

Let's do what we can during these moments of uncertainty because we can still show up for each other - from a distance!

Sending love and wishing you the best,

<Your Name>

*Additional Email Templates can be found [here](#).*

## Sample Text Message

Hi <contact name>! I'm doing a push to make sure all my friends and family know about the importance of filling out the census. Have you filled yours out yet? The census is SO important for New York (think congress, infrastructure, education, healthcare) and it's very quick to fill out (less than 10 mins). You can do it online right now: [my2020census.gov](http://my2020census.gov). Let me know if you have any questions—I am happy to help :)

## Alumni Outreach Template

Hello <name>,

I hope you are doing well! I wanted to reach out today as a member of the <University> NYC Alumni Group. I am currently a volunteer leader for United Way of New York, an organization aimed at empowering New Yorkers to become self-sufficient. We achieve this goal by breaking down socio-economic and racial barriers to create a more equitable city. I wanted to reach out today as UWNYP's mission has now shifted towards the 2020 Census. You may not know this but this year's census, which happens once every 10 years, represents \$5.8 billion in potential federal funding for services such as education. By not counting just one person in the city in the 2020 Census NYC could lose \$2,295 in education funding.

I'm hoping that our <University> Alumni Network can help spread the word to our fellow alum and help ensure New York receives a "Complete" count.

All we need to do is share out the link to the census: [www.my2020census.gov](http://www.my2020census.gov) and we can help our city thrive for the next 10 years.

Sincerely,

<Name>

# UNITED WAY NYC CONTACT INFORMATION

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**Questions about next steps? Want to do more?** Reach out to the below United Way of New York City staff for help with specific topics!

- For General Census Information, contact Emily Rowland-Kain at [erowland-kain@uwnyc.org](mailto:erowland-kain@uwnyc.org)
- Need help activating your company or personal networks? Connect with Russell Lowe at [rlope@uwnyc.org](mailto:rlope@uwnyc.org)
- Want to contribute to UWNyc to support our Census work? Email Meaghan Brown at [mebrown@uwnyc.org](mailto:mebrown@uwnyc.org)

# REFERENCES

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## Fact Sheets

- Sesame Street: “Make Your Family Count” Materials
  - <https://censuscounts.org/messaging-and-media/sesame-street-make-your-family-count-materials/>
- NYC Census Factsheet:
  - <https://drive.google.com/file/d/1yWf7SFPoqO8eCBKROPsN34icGmWSdDE/view?usp=sharing>
- NYC@Home Create a Thon Census graphics:
  - <https://newyorkcounts2020.org/social-media-graphics-created-in-our-nychome-create-a-thon/>
- Census 101 Flyer
  - [https://2020census.gov/en/about-questions.html?cid=20009:%2Bus%20%2Bcensus%20%2Bquestions:sem.ga:p:dm:en:&utm\\_source=sem.ga&utm\\_medium=p&utm\\_campaign=dm:en&utm\\_content=20009&utm\\_term=%2Bus%20%2Bcensus%20%2Bquestions](https://2020census.gov/en/about-questions.html?cid=20009:%2Bus%20%2Bcensus%20%2Bquestions:sem.ga:p:dm:en:&utm_source=sem.ga&utm_medium=p&utm_campaign=dm:en&utm_content=20009&utm_term=%2Bus%20%2Bcensus%20%2Bquestions)
- Census FAQs
  - <https://newyorkcounts2020.org/census-1-2-3s/>
- ABNY Business & Census One Pager
  - [https://drive.google.com/file/d/1xcBT0ebFsS8t0q9U598Ujvuk6wlj5cw\\_/view](https://drive.google.com/file/d/1xcBT0ebFsS8t0q9U598Ujvuk6wlj5cw_/view)

## Articles & Reports

- 10 Census Facts That Bust Common Myths About The 2020 U.S. Head Count
  - <https://www.npr.org/2020/03/05/809217188/10-census-facts-that-bust-common-myths-about-the-2020-u-s-head-count>
- Why Rich New Yorkers Are Causing Big Problems for the Census
  - [https://www.nytimes.com/2020/07/13/nyregion/census-nyc-midtown-coronavirus.html?mc\\_cid=a1c3183319&mc\\_eid=7435996b90](https://www.nytimes.com/2020/07/13/nyregion/census-nyc-midtown-coronavirus.html?mc_cid=a1c3183319&mc_eid=7435996b90)
- Counting for Dollars 2020 The Role of the Decennial Census in the Geographic Distribution of Federal Funds
  - [https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars\\_NY.pdf](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_NY.pdf)
- ‘Blue state bailouts’? Some states like New York send billions more to federal government than they get back
  - <https://theconversation.com/blue-state-bailouts-some-states-like-new-york-send-billions-more-to-federal-government-than-they-get-back-137950>

## Additional Toolkits

- How & Why to Talk About Census & Voting Rights Amidst Uprisings for Justice
  - <https://newyorkcounts2020.org/how-why-to-talk-about-census-voting-rights-amidst-uprisings-for-justice/>

- Asian Americans Advancing Justice AAJC and APIAVote Census Hotline Social Media Toolkit
  - <https://newyorkcounts2020.org/asian-americans-advancing-justice-ajc-and-apiavote-census-hotline-social-media-toolkit/>
- DACA, Immigrant Rights, and the U.S. 2020 Census
  - <https://newyorkcounts2020.org/daca-immigrant-rights-and-the-u-s-2020-census/>
- Queer the Census New York: Why the Census Matters for LGBTQ People
  - <https://newyorkcounts2020.org/queer-the-census-new-york-why-the-census-matters-for-lgbtq-people/>
- Yalla Count Me In! – How to Fill Out the Race & Ethnicity Question for Arab-Americans
  - <https://censuscounts.org/wp-content/uploads/2020/03/Yalla-Count-Me-In-How-to-Fill-Out-the-Race-Ethnicity-Question.pdf>
- Get Out the Count: Media and Messaging toolkit
  - <https://censuscounts.org/wp-content/uploads/2020/03/GOTC-Toolkit-Messaging-and-Media.pdf>
- A full toolkit here, with amazing new graphics and sample tweets for your use!
  - <https://on.nyc.gov/CensusWOAToolkit>
- <https://censuscounts.org/wp-content/uploads/2020/03/GOTC-Toolkit-Messaging-and-Media-1-1.pdf>