

# 2020 Census Ambassador Toolkit

## BUSINESS LEADERS

This toolkit includes helpful information and materials that will help you spread the word about the upcoming Census! Inside you will find:

- ✓ Talking Points
- ✓ Checklist: How You Can Help
- ✓ Logo & Email Signature
- ✓ One-sheet Flyer
- ✓ Sample Copy of Census Questions
- ✓ Social Media Kit
- ✓ Sample Census Pitch



# 2020 Census Ambassador Talking Points Business Leaders

## Why Does the Census Matter?

**When we are short-counted, we are short-changed.** Census data is used to decide how much funding our region receives for hospitals, schools, roads, health insurance, public works, and so much more - our quality of life is at stake if we are undercounted.

**Our voices matter.** Census data is used to decide the number of representatives in Congress. New Yorkers deserve to be fully and accurately represented in our government, and an undercount would undermine our voices and representation.

**Completing the Census is simple and safe.** There are just a few short questions on the Census questionnaire that can be answered in 10 minutes or less, either online, by phone, or by mail. If you choose to answer by phone, you can speak with someone in one of 13 languages. Your information is protected by Title XIII, which means that the Census Bureau cannot share your information with anyone - not even other branches of the government. If a Census worker shares your information, they will face severe fines and even jail time.

**We will live with the consequences of these questions for the next 10 years.** We only have one chance to get this right. The funding levels and Congressional seats that are set in the 2020 Census cannot be changed until 2030. This is our only opportunity to set Long Island on the right course for the decade ahead.

**Every single person counts.** The Census can be a tool for empowerment and bringing our communities together. It is a bipartisan issue - everyone benefits when everyone is counted. By completing the Census, we can all contribute to a brighter future for our region.



# 2020 Census Ambassador Talking Points Business Leaders

## Key Points for Business Leaders

**The Long Island business community is directly impacted by Census data.** Our businesses have a vested interest in ensuring accurate Census data. Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the country. Without an accurate depiction of our region, businesses won't have the information they need to best serve our towns and succeed as entrepreneurs.

**A successful Census helps the viability of Long Island's workforce.** Census data affects childcare funding, public transit funding, infrastructure, road repair, public health insurance, and disaster response funding - all of which are crucial for a healthy and resilient workforce.

**It's time for Long Island to stand together.** Your region needs you. Simply put, we cannot afford an undercount - as a region, we already pay more in taxes than we receive back from DC and Albany. Businesses have a unique opportunity to invest in the future of Long Island by donating funds or in-kind resources to local Complete Count Committee efforts, which will show returns when our schools, roads, hospitals, and disaster recovery programs are fully funded. Show your LI pride by supporting the 2020 Census.

**There's a pothole in Texas and a pothole on the LIE - which one do you want filled?** Federal funding levels for things like infrastructure and public works are determined by Census data. An accurate Census count does more than just show how many people live here - it also paints a picture of how many people are driving on our town's roads or attending our public schools. To claim our fair share of federal resources that will help keep our towns improving, we have to make sure that everyone completes the Census in 2020.



# 2020 Census Ambassador Checklist Business Leaders

## What Can Our Businesses Do To Help?

- Familiarize yourself with the ways the Census impacts our businesses.
- Incorporate the Census into your remarks at meetings, and events.
- Include the Long Island CCC's logo with link to the "Pledge to be Counted" in your email signature. HWCLI created an online pledge where Long Islanders can show their commitment to the Census and sign up to receive email reminders as the Census approaches. Share this pledge to get out the word!
- Post social media graphics across your business's social media platforms. Create a short video explaining why you care about the Census and why your followers should complete it.
- Communicate the importance of the Census to your employees at staff meetings, on pay stubs, with signage in break rooms, and other internal communications.
- If your business is street front or has high foot traffic, display posters with information about the Census and its impacts.
- If your business involves merchandise, provide 2020 Census information along with packaging from March through August of 2020
- Change your voicemail and messages to include information about completing the Census
- Provide Census information on bills and customer relation materials.
- If you are a business leader, consider taking out an ad in your local paper or draft an op-ed about the importance of the 2020 Census to our communities on Long Island
- Give philanthropically to Census efforts and activities to elevate the efforts of our Complete Count partners.



# 2020 Census Ambassador Toolkit

Logo:



## Long Island 2020 Census

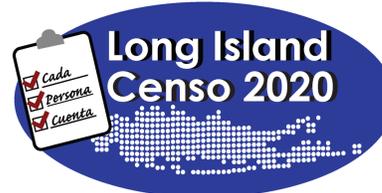
## E-Mail Signature:



### Long Island Counts!

**I have taken the pledge to count in the 2020 Census. Join me!**

[Click here to pledge to be counted and find out more about the 2020 Census](#)



### Long Island Cuenta

**Me he comprometido a contar en el censo de 2020. ¡Únete a mi!**

[Haga clic aquí para comprometerse a contar y obtener más información sobre el Censo de 2020](#)



### Tout moun konte nan Long Island!

**Mwen pran angajman pou mwen konte nan resansman 2020 lan. Patisipé avèk mwen!**

[Klike la pou ou pran engajman pou ou ka konte epi pou ou jwenn plis enfòmasyon sou resansman 2020](#)



## WHAT IS THE CENSUS?

The U.S. Constitution mandates a decennial census to count every person residing in the country. The census is designed and carried out by the U.S. Census Bureau and takes place starting in March 2020 and continues through August. The census can be completed:



ONLINE



BY PHONE



BY MAIL

## WHY IS IT IMPORTANT?

An undercount of Long Island's population could result in a funding loss for schools, infrastructure, health care services, and economic development.

In addition, with just a 0.6% undercount, New York stands to lose two congressional representatives, putting our fair share of representation and our voices at risk.

## WHAT IS THE IMPACT ON LONG ISLAND?



MORE THAN **\$675 BILLION** EACH YEAR IS DISSEMINATED BASED ON CENSUS DATA



THAT MONEY GETS ALLOCATED FOR:



Hospitals,



Schools,



Roads,



Health Insurance,



Public Programs,  
(Like WIC & SNAP)



so much more.

## LONG ISLAND COUNTS!

The Health & Welfare Council of Long Island (HWCLI), in partnership with both Nassau and Suffolk County Executives and the Long Island Community Foundation, formed the Nassau & Suffolk Complete Count Committees. These committees are comprised of nonprofit, government, public and private sector partners serving on subcommittees addressing areas such as business, communications, early childhood, education, faith-based communities, immigrant communities, local government, people of color, and senior citizens. Together, we are working to ensure that every Long Islander knows about the Census and the importance of a complete count.

## HOW YOU CAN HELP:

**Join the Complete Count Committees!**

There is room for everyone at the table- use the contact info below to sign up for a subcommittee!

**Apply for a job with the U.S. Census Bureau!**

Census jobs pay \$23.50 an hour and have flexible hours. To learn more please visit:  
<http://census.gov/jobs>

**Take the Pledge & Become a Census Ambassador!**

Help us spread the word by taking a pledge to complete the Census and encouraging others to do the same!

**Complete the Census in April 2020!**



## ¿QUÉ ES EL CENSO?

La Constitución de Estados Unidos manda que se realice un censo cada diez años para contar cada persona que reside en el país. El censo está diseñado y ejecutado por el Bureau de Censo de Estados Unidos y comenzará en marzo del 2020 y continuará hasta agosto. El censo puede completarse:



ONLINE



BY PHONE



BY MAIL

## ¿POR QUÉ ES IMPORTANTE?

Un conteo bajo de la población de Long Island puede resultar en una pérdida de fondos para escuelas, infraestructura, servicios de salud y desarrollo económico.

Adicionalmente, con solo un 0.6% de un bajo conteo, New York perdería dos representantes al congreso, poniendo nuestra justa cuota de representantes y nuestras voces en riesgo.

## ¿CUÁL SERÍA EL IMPACTO EN LONG ISLAND?

CADA AÑO, MÁS DE **\$675 BILLONES** SON ENTREGADOS BASADOS EN LOS DATOS DEL CENSO.



ESTE DINERO SE ASIGNA PARA:



Hospitales,



Escuelas,



Carreteras,



Seguros de Salud,



Programas Públicos,  
(como WIC y SNAP)



mucho más

## ¿QUÉ ESTAMOS HACIENDO?

El Health & Welfare Council of Long Island (HWCLI) en asociación con los ejecutivos del condado de Suffolk y Nassau y la "Long Island Community Foundation", formaron los Comités para un Conteo Completo de Nassau y Suffolk. Estos comités están compuestos por organizaciones sin fines de lucro, gobierno, socios del sector público y privado, quienes sirven en subcomités que abordan áreas tales como: negocios, comunicaciones, primera infancia, educación, comunidades de fe, comunidades inmigrantes, gobierno local, gente de color, adultos mayores. Juntos estamos trabajando para asegurarnos que cada persona que vive en Nueva York sepa sobre el censo y la importancia de un conteo completo.

## ¿CÓMO PUEDE USTED AYUDAR?

- ***¡Participe en los Comités de Conteo Completo!***
- Hay espacio para todos en la mesa. Use la información de contacto que aparece abajo para inscribirse en un subcomité
- ***¡Aplique para un trabajo con el Bureau del Censo!***
- Los trabajos con el censo pagan \$23.50 la hora y tiene horas flexibles. Para aprender más por favor visite <http://census.gov/jobs>
- ***¡Haga la promesa & conviértase en un embajador del censo!***
- Ayude a correr la voz haciendo la promesa de completar el censo y animando a otros a hacer lo mismo.
- ***¡Complete el censo en abril del 2020!***

# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

In addition to your address,

### The 2020 Census Will Ask About Your Household:

**The number of people in the household on April 1.**

Include everyone in your home, even if they are not related to you. The census counts all people in the U.S., including small children, non-citizens, renters – everyone. A second question asks if any additional people were staying in the household on Apr 1.

**Do you own or rent your home?**

**Telephone number**

This will only be used if needed for official Census Bureau business

### The 2020 Census Will Ask About the People Who Live in Your Household:

**Name, sex, age, and date of birth of each person in the household, and whether they usually live or stay somewhere else.**

**Relationship to the person filling out the form**

**Race**

You can choose one or more races. If you identify as multiracial, you can check the box or boxes for your racial groups and write in additional detail about your racial background (Example: Check box "Black," write in "African American" and check box for "Chinese.>"). Not all racial groups are listed as check box options. If your racial group is not listed, you can write in additional detail about your racial background.

**Hispanic origin**

Hispanic origin is considered an ethnicity, not a race. You can mark that you are not of Hispanic origin, or mark that you are Hispanic and note your ethnic origin.

Source: [www.countusin2020.org/resources](http://www.countusin2020.org/resources)



# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply.

Children, related or unrelated, such as newborn babies, grandchildren, or foster children

Relatives, such as adult children, cousins, or in-laws

Nonrelatives, such as roommates or live-in babysitters

People staying here temporarily

No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*

Owned by you or someone in this household free and clear (without a mortgage or loan)?

Rented?

Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.

Telephone Number

-  -

[Form number removed]

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below.**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes.

Month	Day	Year of birth
<input type="text"/>	<input type="text"/>	<input type="text"/>

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

**9. What is Person 1's race?**  
Mark  one or more boxes AND print origins.

White — *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

Black or African Am. — *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

American Indian or Alaska Native — *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian — <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> <input type="text"/>	<input type="checkbox"/> Other Pacific Islander — <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> <input type="text"/>	

Some other race — *Print race or origin.*

# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

**1. Print name of Person 2**

First Name MI

\_\_\_\_\_

Last Name(s)

\_\_\_\_\_

**2. Does this person usually live or stay somewhere else?**  
 Mark  all that apply.

No

Yes, for college  Yes, with a parent or other relative

Yes, for a military assignment  Yes, at a seasonal or second residence

Yes, for a job or business  Yes, in a jail or prison

Yes, in a nursing home  Yes, for another reason

**3. How is this person related to Person 1? Mark  ONE box.**

Opposite-sex husband/wife/spouse  Father or mother

Opposite-sex unmarried partner  Grandchild

Same-sex husband/wife/spouse  Parent-in-law

Same-sex unmarried partner  Son-in-law or daughter-in-law

Biological son or daughter  Other relative

Adopted son or daughter  Roommate or housemate

Stepson or stepdaughter  Foster child

Brother or sister  Other nonrelative

**4. What is this person's sex? Mark  ONE box.**

Male  Female

**5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020 Print numbers in boxes.

\_\_\_\_\_ years Month Day Year of birth

\_\_\_\_\_

→ **NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.**

**6. Is this person of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ↴

\_\_\_\_\_

**7. What is this person's race?**  
 Mark  one or more boxes AND print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↴

\_\_\_\_\_

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↴

\_\_\_\_\_

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↴

\_\_\_\_\_

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴  Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↴

\_\_\_\_\_

Some other race – Print race or origin. ↴

\_\_\_\_\_

→ If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

# 2020 Census Ambassador Toolkit

## BUSINESS LEADERS

### Sample Social Media Posts:

- Long Island needs you! Fill out the 2020 Census to make sure that we get our fair share. #LongIslandCounts #Census2020
- New York sends more money to D.C. than we get back. If we want our fair share- we need to make sure that everyone is counted in the 2020 Census. #LongIslandCounts #Census2020
- A successful Census creates an environment that people want to live in, where businesses can thrive. Fill out the 2020 Census for Long Island's future. #LICounts #2020Census
- The Census helps keep Long Island's workforce strong. We cannot afford an undercount. #Census2020 #LongIslandCounts
- Did you know that business owners use Census data to determine how best to serve their customers? "A big-box superstore in a community full of young families is more likely to showcase diapers on prominent shelves in its aisles than one in a community where most of the population is age 65 or older." (<https://www.census.gov/library/stories/2019/10/can-census-bureau-data-drive-business-growth-job-creation.html>)
- #ICount because I want to see bustling Main Streets, not empty storefronts. #Census2020

#LongIslandCounts  
#CountWithMe  
#CuentaConmigo  
#CountMeinLI  
#LICounts



#ICountLI  
#Census2020  
#WhyicountLI  
#[Town Name]Counts  
#MyFamilyCountsLI

# 2020 Census Ambassador Toolkit

## BUSINESS LEADERS

### Sample Social Media Graphics:

Which one do you want fixed?



The Census determines funding for road repair, infrastructure, and disaster response.

Make Sure You Count.  
#COUNTMEINLI #CENSUS2020



## DID YOU KNOW?

The Census impacts school lunch programs, special education funding, classroom size & much more.

MAKE SURE LONG ISLAND GETS OUR FAIR SHARE!

#LongIslandCounts

#Census2020



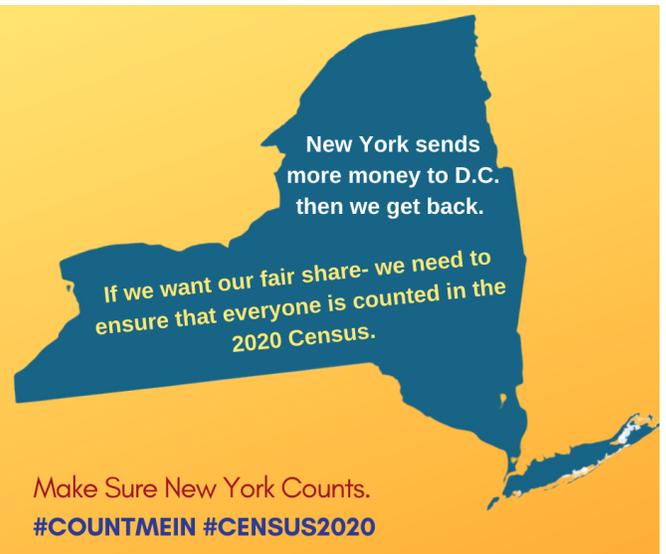
## DID YOU KNOW?

That more than **\$675 Billion** is distributed to States Based on the Census?

MAKE SURE LONG ISLAND GETS ITS FAIR SHARE!

#LongIslandCounts

#Census2020



New York sends more money to D.C. than we get back.

If we want our fair share- we need to ensure that everyone is counted in the 2020 Census.

Make Sure New York Counts.  
#COUNTMEIN #CENSUS2020



# Sample Census Pitch

The following paragraph can be used in newsletters, emails, social media posts, or any other communication medium as a brief summary of why the Census matters and we should all be invested in a Complete Count in 2020.

*The 2020 Census is our one chance to ensure that Long Island gets its fair share of funding, resources, and elected representation for years to come.*

*Census data affects much more than we often realize - everything from school funding to class size to resources for road repair, from where businesses choose to locate to even the number of representatives we have in Congress. Even though the Census influences so many aspects of our day to day lives and things we may take for granted, many people do not know just how important filling out the Census questionnaire truly is.*

*The stakes for our region couldn't be higher. It is up to us to stand together to ensure that Long Island is fairly and fully represented in the 2020 Census. Make sure to fill out the 2020 Census and do everything you can to share the word about this important civic duty!*



# References

**"About The 2020 Census"** The United States Census Bureau, 2019, <https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html>

**"Avoiding Fraudulent Activity And Scams"** The United States Census Bureau, 2019, <https://www.census.gov/programs-surveys/surveyhelp/fraudulent-activity-and-scams.html>

**"Can Census Bureau Data Drive Business Growth And Job Creation?"** The United States Census Bureau, 2019, <https://census.gov/library/stories/2019/10/can-census-bureau-data-drive-business-growth-job-creation.html>

**"Counting For Dollars 2020"** George Washington University, 2019, [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)

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