

2020 Census Ambassador Toolkit

LEADERS IN COMMUNITIES OF COLOR

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 Communities of Color

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 Communities of Color

What do you need to know?

The Census is about empowerment and advancing equality. The Census is a civil rights issue. It affects not just funding for programs our communities rely on, but also the number of representatives we have in Congress. As a consequence of systemic racism, people of color have historically been undercounted in the Census. Long Island remains widely segregated - and an undercount of communities of color on Long Island would mean these communities will be underfunded and underrepresented all throughout the next decade. With a Complete Count in the 2020 Census, we can take a vital step towards a more equitable region.

The Census directly affects Long Island's prosperity. Census data affects childcare funding, public transit funding, infrastructure, road repair, public health insurance, and disaster response funding - all of which are critical for the sustainability and vitality of our hometowns. This is our once-in-a-decade chance to ensure that all of Long Island is fairly and accurately represented and resourced.

It's time for Long Island to stand together. Your region needs you. Despite a number of factors that could stand in the way of a complete count on Long Island, simply put, we cannot afford an undercount. As a region, we already pay more in taxes than we receive back from DC and Albany - this is our chance to secure our fair share of funding and ensure our region has the resources it needs to thrive.

It is safe to complete the Census. It is against the law for any information collected through the Census to be shared with anybody. Your information is secure.

Census Bureau jobs are a great way to get paid to help your community. The Bureau employees going door to door should be familiar with the neighborhoods they are working in and familiar to the residents opening the door. Census jobs pay well and are an opportunity to help your community be represented fairly.



2020 Census Ambassador Checklist Communities of Color

What Can You Do To Help?

- 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.
- Post social media graphics on your various social media platforms. Share a short video explaining why the Census matters to you and encouraging your followers to take the Census.
- Communicate the importance of the Census to your network of clients, employees, colleagues, and neighbors.
- Include Census materials at back-to-school events and holiday drives.
- Identify small businesses, key MWBE businesses, and community hubs (like restaurants, barbershops and hair salons, and more) that can serve as outlets for Census information and provide them with materials that can be displayed to clients and customers.
- Engage leadership at your local schools, universities, and training centers to promote information about the Census.
- Collaborate with key community leaders to ensure that Census materials are being shared at important community events.
- Identify local radio stations that can broadcast stories and short ad spots about the importance of Census
- Share information via social media and paper flyer to encourage people to apply for Census jobs.



2020 Census Ambassador Toolkit



Logo:



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.

WHAT WE ARE DOING:

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 between \$17 to \$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 Censo 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?

- **iParticipe en los Comités de Censo Completo!**
- Hay espacio para todos en la mesa. Use la información de contacto que aparece abajo para inscribirse en un subcomité
- **iAplique para un trabajo con el Bureau del Censo!**
- Los trabajos con el censo pagan entre \$17 a \$23.50 la hora y tiene horas flexibles. Para aprender más por favor visite <http://census.gov/jobs>
- **iHaga 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.
- **iComplete 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: <https://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

→ **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.
- 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.

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.

Print numbers in boxes.

Age on April 1, 2020 Month Day Year of birth

_____ years _____ _____ _____

→ **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

COMMUNITIES OF COLOR

Sample Social Media Posts:

- The Census is about ownership, visibility, and empowerment of our communities. Be counted in the 2020 Census because you count. #2020Census #LongIslandCounts
- This is your voice- and your right. You count. Be Counted in the 2020 Census. #LongIslandCounts #Census2020 #CuentaConmigo
- Long Island remains widely segregated- the 2020 Census can be a step towards a fair future by counting all communities. #LongIslandCounts #Census2020
- We are one Long Island- and we all deserve to be counted. Count in the 2020 Census #Census2020 #LongIslandCounts
- Long Island deserves a #faircount Make sure you complete the 2020 Census!
- #icount because I want my town to enjoy a happy, healthy, and fair future. #LongIslandCounts #census2020
- We are here and we are Long Island. #faircount2020 #Census2020

#LongIslandCounts
#CountWithMe
#CuentaConmigo
#CountMeinLI
#LIcounts



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

2020 Census Ambassador Toolkit

COMMUNITIES OF COLOR

Sample Social Media Graphics:

Be Seen.
Be Heard.
Be Counted.

Ensuring a Complete Count in
2020 is a fight for fairness.
Complete the 2020 Census.



WE ARE HERE



WE ARE LONG ISLAND
& WE COUNT.

#FAIRCOUNT
#CENSUS2020

AS A CONSEQUENCE
OF SYSTEMIC RACISM,
PEOPLE OF COLOR
HAVE HISTORICALLY
BEEN UNDERCOUNTED
IN THE CENSUS.

WE HAVE THE POWER
TO CHANGE THAT.

YOU COUNT. BE COUNTED.



#FAIRCOUNT
#CENSUS2020

COMPLETING THE CENSUS IS ABOUT THE
OWNERSHIP, VISIBILITY,
AND EMPOWERMENT OF OUR COMMUNITIES.

WITHOUT A COMPLETE COUNT, WE WILL NEVER
BE ABLE TO ACHIEVE ACCURATE AND JUST
REPRESENTATION OF OUR COMMUNITIES.

WE ARE HERE AND
WE ARE LONG ISLAND.



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

"Here's Why An Accurate Census Count Is So Important" The New York Times, 2018, <https://www.nytimes.com/2018/03/27/us/politics/census-citizenship-question.html>

"The 2020 Census And Confidentiality" The United States Census Bureau, 2019, <https://www.census.gov/content/dam/Census/library/factsheets/2019/comm/2020-confidentiality-factsheet.pdf>

"These Are Our Numbers - The Importance Of The 2020 Census" House Committee on the Budget, 2019, <https://budget.house.gov/publications/report/these-are-our-numbers-importance-2020-census>

"Why We Conduct The Decennial Census" The United States Census Bureau, 2019, <https://www.census.gov/programs-surveys/decennial-census/about/why.html>

"2020 Census" Census.Gov, 2019, <https://www.census.gov/partners/2020.html>

"The 2020 Census Could Make Or Break Your Public Schools. Here's Why." Education Votes, 2019, <https://educationvotes.nea.org/2019/05/13/the-2020-census-could-make-or-break-your-public-schools-heres-why/>

"What Does the Census Ask Me?" Census Counts, 2019. <https://www.countusin2020.org/resources>

