

2020 Census Ambassador Toolkit

SENIOR CITIZEN 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 Senior Citizen 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 Senior Citizen Leaders

What Do You Need to Know?

The Census affects programs and funding that bolster our community.

Funding for public health insurance, hospitals, and nutrition programs is at stake. Completing the Census is our responsibility to our families and communities to ensure the same high standard of living that we moved here for in the first place. This is an active step that you can take to help provide a brighter, more prosperous future for Long Island - a Long Island that your grandchildren will be proud to call home.

Avoid scams: be alert and informed.

As the Census approaches, we must be vigilant to avoid scams. To help the senior community avoid scam attempts, be sure you know what questions the Census will and will not ask. The Census will never ask you for your

- Social Security Number
- Your bank account information
- Your mother's maiden name
- Money or Donations

If someone visits your home to collect a response for the 2020 Census, you can do the following to verify their identity:

- First, check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
- If you still have questions about their identity, you can call 800-923-8282 to speak with a local Census Bureau representative (2020Census)

You can complete the Census online, by phone, or by mail, and you can ask for help. The Census might seem daunting, but it is just a few simple questions. Libraries and many community based organizations will be ready to help you complete the Census if you need assistance.

Are you a Snowbird? Let it be known, Long Island's your home: Be Counted

If you live on Long Island for the majority of the year (or if you split your time evenly but will be here on April 1), be sure to complete the Census and list your Long Island address.



2020 Census Ambassador Checklist Senior Citizen Leaders

What Can You Do To Help?

- Familiarize yourself with the ways the Census impacts our senior communities on Long Island.
- Incorporate the Census into your remarks at meetings, and events. Discuss the Census with your family, friends, and neighbors to show that you care about this important upcoming civic duty.
- 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 on your various social media platforms.
- Reach out to your local senior center and chapter of AARP to share information about the Census.
- Reach out to local senior centers to be sure they're distributing information and to connect them with HWCLI if they need training on Census efforts
- Reach out to local libraries to provide Census materials
- Draft letters to the editors of literature frequently read by seniors to communicate the importance of the 2020 Census for future of Long Island
- Distribute Census FAQ sheets with information about avoiding scams.
- Distribute Census information in addition to groceries at food pantries that serve seniors
- Target supermarkets with information about the 2020 Census and the availability of the phone option
- Reach out to YMCAs and other silver sneaker programs to provide information to members about the Census



2020 Census Ambassador Toolkit

Logo:



Long Island 2020 Census

E-Mail Signature:



Long Island
2020 Census

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
Censo 2020

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](#)



Long Island
Resansman 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!**

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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.*

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CENSUS QUESTIONS

1. Print name of **Person 2**

First Name MI

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Last Name(s)

--

2. Does this person usually live or stay somewhere else?

Mark all that apply.

- | | |
|---|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, with a parent or other relative |
| <input type="checkbox"/> Yes, for college | <input type="checkbox"/> Yes, at a seasonal or second residence |
| <input type="checkbox"/> Yes, for a military assignment | <input type="checkbox"/> Yes, in a jail or prison |
| <input type="checkbox"/> Yes, for a job or business | <input type="checkbox"/> Yes, for another reason |
| <input type="checkbox"/> Yes, in a nursing home | |

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

- | | |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother |
| <input type="checkbox"/> Opposite-sex unmarried partner | <input type="checkbox"/> Grandchild |
| <input type="checkbox"/> Same-sex husband/wife/spouse | <input type="checkbox"/> Parent-in-law |
| <input type="checkbox"/> Same-sex unmarried partner | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter | <input type="checkbox"/> Other relative |
| <input type="checkbox"/> Adopted son or daughter | <input type="checkbox"/> Roommate or housemate |
| <input type="checkbox"/> Stepson or stepdaughter | <input type="checkbox"/> Foster child |
| <input type="checkbox"/> Brother or sister | <input type="checkbox"/> 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							
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→ 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. ↴
- | |
|--|
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|--|
- | | | |
|--|---|--|
| <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 – Print, for example, Pakistani, Cambodian, Hmong, etc. ↴ | <input type="checkbox"/> 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

SENIOR CITIZEN LEADERS

Sample Social Media Posts:

- Snowbird? Let it be known, Long Island's your home, be counted. #Census2020 #LongIslandCounts
- You moved to Long Island for a reason. Complete the Census and help secure the same future for your children and grandchildren. #2020Census #LongIslandCounts
- The Census impacts programs that we all rely on- be sure to be counted in 2020. #2020Census
- Did you know? Census data determines how much federal funding goes into Medicaid, Medicare (Part B), SNAP and so much more! Make sure that everyone in your home is counted in the 2020 Census. #wecount #LongIslandCounts
- #icount because I want my grandkids to enjoy a happy and healthy future on Long Island. #census2020 #CountMeIn
- #icount because I am proud to call Long Island my home. Join me and take the 2020 Census! #LongIslandPride #wecount

#LongIslandCounts
#CountWithMe
#CuentaConmigo
#CountMeinLI
#LIcounts



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

2020 Census Ambassador Toolkit

SENIOR CITIZEN LEADERS

Sample Social Media Graphics:

DID YOU KNOW?

The Census will NEVER ask you for:

- Your Social Security Number
- Mother's Maiden Name
- Bank Number/Pin

#LongIslandCounts #Census2020



Complete the Census & help secure a better future for generations to come.



#CountMeInLI
#LongIslandCounts



I COUNT BECAUSE...
I AM PROUD TO CALL LONG ISLAND MY HOME!



JOIN ME IN COMPLETEING THE 2020 CENSUS BECAUSE WE ALL COUNT!

#LongIslandCounts #Census2020



Completing the Census is simple and safe.



Your information is fully protected and cannot be shared 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.

#WHYICOUNTLI
#LONGISLANDCOUNTS

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!



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