



April 1, 2020 Funder Resources

Overview

April 1, 2020 is Census Day.¹ The Census Bureau, along with public, private, and nonprofit sector partners use this date as an opportunity to raise awareness about the 2020 Census and what is at stake with a fair and accurate count. For the philanthropic sector, this is an opportunity to participate, convene, and invest. **During this time of uncertainty in the wake of COVID-19, it's critical that we continue to collectively prioritize the health and safety of our communities *and* uplift the importance of responding to the census (and how easy it is to complete online, over the phone, or through the paper form).**

This suite of resources for funders and philanthropy serving organizations (PSOs) is a compilation of guidance that has been developed by national and state-based organizations that are leading 2020 Census education and mobilization. This toolkit reflects these resources to ensure that philanthropic engagement around the April 1 day-of-action aligns with broader stakeholder Get-Out-the-Count (GOTC) efforts.

This toolkit contains the following sections:

- [Key Dates](#)
- [Examples of Philanthropic Engagement](#)
- [Talking Points](#)
- [Sample Social Media Posts](#)
- [Partner & Practitioner Toolkits](#)

This is a living document that we'll continually update with new resources. Please contact Funders Census Initiative Director Jocelyn Bissonnette (jbissonnette@funderscommittee.org) with examples or feedback on this toolkit, including what your organization is planning for April 1.

Key Dates

- March 23-March 29: [Black Census Week](#)
- March 25-April 1: [AAPI2020](#) Census Week of Action ([RSVP](#) and follow the [social media toolkit](#))
- March 27-29: [National Faithful Census Weekend](#)
- **April 1: Census Reference Day & National Day of Action**
- April 8: (second) [Disability](#) Census Day of Action

See also: [Census Counts Calendar](#), which includes census events, training dates, days/weeks of action, observances, and census operational milestones.

¹ April 1, 2020 is the reference date for the 2020 Census, meaning the population is counted at the household or location where they normally reside as of April 1.

Examples of Philanthropic Engagement

Recent funder and PSO op-eds/communications

- The Chronicle of Philanthropy: [The Pandemic Has Revealed the Weaknesses in Our Democracy](#) by Gary Bass, Bauman Foundation and Democracy Funders Collaborative Census Subgroup
- LA Times Op-Ed: [How the coronavirus could endanger the 2020 census](#) by Christian Arana and Jacqueline Martinez Garcel, Latino Community Foundation
- Georgetown University Center for Public and Nonprofit Leadership: [Census, COVID-19, and the Need for Hyper Change](#) by Gary Bass, Bauman Foundation and Democracy Funders Collaborative Census Subgroup

Ten Ways Your Institution Can Engage on April 1, 2020

To ensure the health and safety of our organizations and communities in the wake of the COVID-19 pandemic, census education and outreach is no longer being conducted in-person. Here are some non-contact suggestions of how funders and practitioners are planning to engage their grantees, partners, networks, and communities on April 1. [CDC guidance](#), as well as other state and local guidance, should always be followed.

1. Announce a 2020 Census rapid response or emergency fund
2. Send a message encouraging people to respond to the 2020 Census through your internal staff, grantee, and partner networks
3. Participate in a live-streamed press conference
4. Convene partners and grantees for a tele-town hall
5. Participate in a Twitter Storm
6. Publish an op-ed or letter to the editor
7. Sponsor or support a digital convening, meeting, or celebration
8. Ask businesses to place a 2020 Census sticker in their windows or include census materials in their bills, deliveries, or other mailings
9. Promote digital tools and resources that can help the organizations you support achieve their mission
10. Host a digital training
 - a. Census Digital U has released recordings of a series of [training sessions](#), listed below. For more information, contact Lim Consulting Services: census@newlcs.com.
 - i. Crafting Your Census Campaign Plan
 - ii. Assessing Your Digital Readiness for GOTC
 - iii. Content Strategy for HTC Communities
 - iv. Developing Your Hard to Count List
 - v. Optimizing your GOTC Program
 - vi. Integrating Offline and Online Census Programs
 - vii. SMS 201
 - viii. Facebook Census Workshop
 - ix. Digital Organizing For Census 201 Workshop
 - x. Digital Advertising 201
 - xi. Creative Development 201
 - xii. How To Find Hard-To-Count Audiences Using Data
 - b. NALEO Educational Fund has released three pre-recorded Train-the-Trainer modules. For more information contact: training@naleo.org.
 - i. [Module 1: Census 101](#) (46 minutes)

- ii. [Module 2: Census Operations 2.0](#) (38 minutes)
- iii. [Module 3: Census Ambassador](#) form guidance, GOTC guidelines, Latino message research (1 hour 41 minutes)

Talking Points

Everyone Counts! April 1 Talking Points from the Census Counts Campaign

- April 1 is Census Day -- let's take a snapshot of the nation and make sure that every person is counted.
- People across America are keeping their families and communities safe and healthy by providing essential services or staying home. Responding to the census yourself -- online, by phone, or through the mail -- is another way to do your part to help keep your community strong.
- Election Day is not the only day in 2020 that will decide our future. Census Day, April 1, is a chance to make a real difference in our communities. When we fill out the census and make sure that all of us are counted, we can help our communities get the schools, hospitals, and roads we need. If we don't get counted, we don't count. And we'll miss out for the next 10 years.

Coronavirus (COVID-19) and Census Talking Points from the Census Counts Campaign

- Public health and safety is absolutely critical at this moment of uncertainty. This is the case for the public as well as Census Counts organizations, staff, and volunteers.
- But we must fulfill our constitutional obligation to complete the 2020 Census and count every single person in the United States. Our country's future depends on it.
- There are three ways to respond to the 2020 Census from the comfort of your own home - online, by phone or by returning the paper questionnaire. Households can respond online in one of 13 languages (and find assistance in many more), and respond over the phone and get questions answered by calling [phone questionnaire assistance](#).
- Right now, our priority is clear: Making sure that as many people as possible complete the census online, by phone, or by mail. It has never been easier to self-report.
- When everyone is counted, our communities get their fair share of federal funding to help keep all people safe and healthy. Health care, education, and emergency planning all depend on getting an accurate census count. Help your community by responding to the census today.

Sample Social Media Posts

Hashtags: #EveryoneCounts #CensusDay #CountPhilanthropyIn

Pre-April 1

- Countdown to #CensusDay: [x] days! This year, make sure #EveryoneCounts by reminding your family, neighbors, friends, and colleagues to complete the #2020Census
- If #EveryoneCounts in the #2020Census, then communities receive their fair share of federal funding, congressional representation, and more #CountPhilanthropyIn
- #CountPhilanthropyIn to help ensure that historically undercounted groups like young children, immigrants, low-income families, and communities of color participate in the #2020Census

April 1

- #CountPhilanthropyIn this April 1st! Accurate #2020Census data are critical for philanthropy to conduct research, set priorities, target investments, and measure progress on issues like public health, education, community and economic development #EveryoneCounts
- When #EveryoneCounts, communities get their fair share of federal funding to help keep all people safe and healthy. Health care, education, and emergency planning depend on an accurate count. Help strengthen your community by completing the #2020Census today!
- Can #WeCount on you? Celebrate National Census Day on April 1st by completing your 2020 Census so that #EveryoneCounts #CountPhilanthropyIn
- It's National Census Day! Funding informed by the 2020 Census supports roads, parks, schools, and community health centers. Make sure that #EveryoneCounts by completing the #2020census! #CountPhilanthropyIn

Partner & Practitioner Toolkits

- [April 1 Census Counts Message Guidance and Toolkit](#)
- [April 1 Shared Drive](#) of national GOTC campaign resources
- [Census Day of Action Toolkit](#): State Voices, Census Counts, Leadership Conference
- [Census Counts GOTC Messaging and Media Toolkit](#)
- [Digital Communications and Outreach Toolkit](#): NALEO
- [Count All Kids Toolkit](#): Partnership for America's Children
- [Sesame Street Workshop Toolkit](#)