

The 2020 Census and the Faith Community



The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to our communities, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities who can reach hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to support a complete and accurate count.

Here are some of the ways you can help:

Participate in Census Worship Weekend: This census-themed weekend is March 27–29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

Communicate to your members: Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to www.CountMeInJoCo.org on your Web site and include 2020 Census messages on social media and in faith-based media.

Add your voice: Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media.

Promote census hiring: Share the 2020 Census recruitment Web site 2020census.gov/jobs in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

Donate space or translate materials: Provide testing and training sites and Internet access and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

Be social: Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content. Include #CountMeInJoCo on your posts.

Host an event or invite us to speak: Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

Focus on children: Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

Tap into your groups: When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

Stress that the 2020 Census is safe, secure, and confidential: Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.



Count Me In JoCo

Everyone counts for the 2020 Census

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