



# Census Ambassador Toolkit

## *Outreach Resources*



# Welcome to the Census Ambassador Training!

Thank you for joining us to disseminate information about the 2020 Census in your community!

Feel free to [download](#), [print](#) and [share](#) the pages of this toolkit!



<b>Month</b>	<b>Activity</b>
November 2019	<ul style="list-style-type: none"> <li>• Share toolkit materials with your staff, board and volunteers</li> <li>• Contact your local partnership specialist and become a Census partner</li> <li>• Call and email your local Complete Count Committee to get involved or get on their mailing list</li> <li>• Attend one Complete Count Committee meeting, school board meeting or local government meeting to express the importance of counting young children in the 2020 Census</li> </ul>
December 2019	<ul style="list-style-type: none"> <li>• Check to see if any groups you work with (R&amp;R, United Way, local nonprofits, library) are already working on Census education.</li> <li>• Ask parents of young children who they trust in the community to see if you can</li> <li>• Invite Census Bureau to any community events you are involved in, especially around the holidays (holiday pageants, fairs, plays, toy giveaways, etc.)</li> </ul>
January 2020	<ul style="list-style-type: none"> <li>• Use at least one Census Statistics in Schools activity in classrooms (if appropriate)</li> <li>• Place Census materials on resource tables</li> <li>• Share Census messaging from Census 2020 NJ Coalition partners on social media (personal and professional!)</li> <li>• Add Census outreach messages to your existing outreach (newsletter, social media, text/calls)</li> </ul>
February 2020	<ul style="list-style-type: none"> <li>• Distribute flyers and fact sheets at local meetings, events and community gatherings</li> <li>• Add Census scripts to routine phone messages</li> <li>• Contact local nontraditional media source (radio station, free or non-English newspaper) to encourage stories on the 2020 Census</li> <li>• Train volunteers to be Census Ambassadors in your community</li> </ul>
March 2020	<ul style="list-style-type: none"> <li>• Hang posters about the upcoming Census at places where people gather in HTC communities (laundromat, grocery store, community centers, doctor's offices, barbershop/nail salons)</li> <li>• Host a fill-out-your-Census day at a child care center or preschool</li> <li>• Participate in texting campaign to remind all your contacts and networks to fill out the Census and pass the message along</li> <li>• Provide on-site internet and computer access to fill out the questionnaire</li> <li>• Ensure that "Count All Kids" messaging is included in all Census outreach materials</li> </ul>
April 2020	<ul style="list-style-type: none"> <li>• Plan a National Census Day party on April 1 to invite your organization and partners to complete the Census together</li> <li>• Alert households that Census workers will begin knocking on doors if they don't fill out their questionnaire completely</li> </ul>



# Sample Census Introduction Letter/Email to Families

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Dear Family,

Federal funding for programs such as NJ FamilyCare, hospitals and clinics, SNAP, WIC, housing, TANF, the National School Lunch Program, child care, Head Start and many others are determined by Census population counts. The Census is a survey that is completed every ten years that aims to count every person in the United States including people of all ages, races, and ethnicities, as well as all citizens and non-citizens.

**An undercount could cause us to lose out on our state's fair share of federal funding for these programs, not just for one year, but for a full decade to follow.** About 1 million young children nationwide were not counted in 2010, the highest of any age group. This undercount was due to confusion over whether to include young children on household responses if they were a newborn, were involved in a split custody arrangement, or were unrelated to the person completing the questionnaire.

A Census invitation will be sent to your household in March 2020 and we want you to know that the form is safe, confidential and easy! It only takes about 10 minutes to complete. However, if you have questions about how to complete the form or want more information about how the Census affects your community and your family, you can ask me any questions you may have. I have participated in Census trainings and activities with the Advocates for Children of New Jersey (ACNJ) and have been designated a Census Ambassador!

Our program will also be participating in Census activities in classrooms and with families from now throughout the Spring. We hope you will join us in spreading the word about the importance of the Census. Remember children under the age of 5 need your help!

Sincerely,  
[Program Director]



# Sample Census Text Messages

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Do you know about Census 2020? The Census is a survey that is completed every 10 years that aims to count every person in the United States. Ask me, your child care program [Director] and Census Ambassador, any questions about completing your Census!

Funding for many programs that families rely on, such as NJ FamilyCare, SNAP, WIC, housing and child care are supported by Census population counts. Yet, about 1 million children under age 5 were not counted nationally in Census 2010. Make sure all children are counted in 2020 by filling out your Census. Ask me, your Census Ambassador, any questions about completing your Census!

There is often confusion about how children should be counted in the Census. If you have recently had a baby they should be included on your Census, even if they are still in the hospital on April 1<sup>st</sup>. If you do not count your newborn, the next Census will not happen until 2030--when they will be 10 years old!

Do you live in a household with your parents or grandparents? There is often confusion about how families should be counted in the Census. Everyone should be counted where they live and sleep most of the time, including multi-generational households. If you have any questions, ask me, your Census Ambassador, about completing your Census!

On [insert date], [insert child care program] will be having our We Count Too event! Did you know that 1.9 million of New Jersey residents live in hard-to-count areas, including a disproportionate number of Black, Hispanic/Latino, Asian residents and children under age 5. Come join us for fun and remember to fill out your Census!

Did your child come home singing the Census song today? If so, ask them what they learned about Census 2020 and remember to complete your Census form this Spring. It is safe, confidential and only takes about 10 minutes to complete. If you have any questions, ask me, your Census Ambassador!

Did your child get their "Count Me!" sticker today? If so, complete your Census questionnaire and have your child wear the sticker and send us a picture! It is important to show that we all count in Census 2020, because if we don't have an accurate count then New Jersey may not receive all of the federal funding we deserve. If you have any questions about your Census, ask me, your Census Ambassador!

## New Jersey Complete Count Committees

Bergen County Board of Chosen Freeholders	Hackensack, NJ	Germaine Ortiz	(201) 336-6000	
City of Bayonne	Bayonne, NJ	Rosemarie Martinez	--	
City Of Elizabeth	Elizabeth, NJ	Darren Bryden	(908) 820-4000	
City Of Jersey City - Office Of The Mayor	Jersey City, NJ	Emily Wahler	(201) 547-5201	
City of New Brunswick	New Brunswick, NJ	Keith Jones II	(732) 745-5004	
City of Paterson	Paterson, NJ	Kathleen Long	--	
County of Union - Strategic Planning & Intergovernment	Elizabeth, NJ	Philip Kandl	--	
His Hands Ministry	Newark, NJ	Thyson Halley	(201) 702-7382	
Hudson County, Division of Planning	Jersey City, NJ	Francesca Giarratana	(201) 217-5137	
Jersey City Caribbean Carnival Association, Inc.	Jersey City, NJ	Cheryl Murphy	(201) 332-5538	
Jersey City Free Public Library - Main Library	Jersey City, NJ	Shane Smith	(201) 547-5986	
Lakewood Township	Lakewood, NJ	Menashe P. Miller	(732) 364-2500	
Lunch Break	Red Bank, NJ	Gwen Love	(732) 747-8577	
		Peggy Rizzo	(732) 747-8577	
Monmouth County - Board Of Chosen Freeholders	Freehold, NJ	Edward Sampson	(732) 431-7460	
Ocean County Board of Chosen Freeholders	Toms River, NJ	Victoria Pecchioli	(732) 929-2002	
Philippine-american Friendship Committee Pafcom	Jersey City, NJ	Helen Castillo	(201) 332-4711	
Puertorriquenos Asociados For Communtiy Organization	Jersey City, NJ	Eliu Rivera	(844) 722-6432	
Somerset County Dept./Division	Somerville, NJ	Kenneth Wedeen	(908) 541-5773	
Township Of Parsippany - Troy Hills	Parsippany, NJ	Matt Clarkin	(973) 983-2841	
Township Of Scotch Plains	Scotch Plains, NJ	Thomas Strowe	(908) 322-6700	
Urban League of Essex County	Newark, NJ	Alice Frazier	(973) 624-9535	
Administration - Township of Hillside	Hillside, NJ	Hope Smith	--	
All Saints Episcopal Church	Lakewood, NJ	Juan Monge-Santiago	(732) 367-0933	
ArmlnArm	Trenton, NJ	Calder Burgam	(609) 396-9355	
Asian Women's Christian Association	Teaneck, NJ	Jasmine Mi Kyung Je	(201) 862-1665	
Atlantic County Government	Northfield, NJ	Robert Lindaw	(609) 645-5898	
Bergen county Board of Freeholders	Hackensack, NJ	--	(201) 336-6285	
		Rodyn Sanchez	(201) 336-6285	
Bloomfield Board of Education	Bloomfield, NJ	--	(973) 680-8500	
Bloomfield College	Bloomfield, NJ	Keisha Newell	(973) 748-9000	
Bordentown Township-NJ	Bordentown, NJ	Eugene Fuzy	(609) 298-2800	
Borough of Fair Lawn NJ	Fair Lawn, NJ	Kurt Peluso	--	
Borough Of Fanwood	Fanwood, NJ	Eleanor Mcgovern	(908) 322-8236	
Borough of Highland Park	Highland Park, NJ	Gayle Brill Mittler	(732) 572-3400	
Borough of Prosepect Park	Haledon, NJ	Intashan Chowdhury	(973) 790-7902	
Bradley Beach	Bradley Beach, NJ	--	--	
Burlington County-NJ Board of Chosen Freeholders	Mount Holly, NJ	Daniel O'Connell	(609) 265-5020	
Burlington County-NJ Department of Health	Westampton, NJ	Holly Funkhouser	--	
Camden City Complete Count Committee	Camden, NJ	Carmen Rodriguez	(856) 963-2432	
Camden County Board Of Chosen Freeholders	Camden, NJ	James Rhodes	(609) 225-5575	
Cape May County Chamber of Commerce	Cape May Court House, NJ	--	(609) 465-7181	
CARCNJ Asbury	Asbury Park, NJ	--	--	
Central Jersey Alumae Chapter Delta Sigma Theta Sorority	South Plainfield, NJ	Niambi Harris	(848) 229-4139	
Children's Furtures	Trenton, NJ	Tamika Hall	(609) 695-1977	
City Council Township of Edison	Edison, NJ	Joyce Ship Freeman	--	
City of Bradley Beach	Bradley Beach, NJ	--	--	
City of Camden	Camden, NJ	Patrick J. Keating	(856) 757-7582	
City of East Orange	East Orange, NJ	Tony Jackson	(973) 266-5151	
City of Fairfield	Fairfield, NJ	--	(201) 882-2707	
City Of Garfield	Garfield, NJ	Erin Delaney	(973) 340-2328	
City Of Hoboken	Hoboken, NJ	Cathleen Wolf	(201) 420-2000	
City of Linden, NJ	Linden, NJ	Joseph Bodek	(908) 474-8445	
City of Newark - Office of the Mayor	Newark, NJ	Marybel Santos	(973) 733-4495	
City of Newark Division of Recreation	Newark, NJ	Donnell Coach D Redding	(862) 214-2087	
City of Orange Township	Orange, NJ	Dwayne Warren	(973) 266-4005	
City of Orange Township City Council	Orange, NJ	Adrienne Wooten	(973) 266-4026	
City of Passaic - Office of the Mayor	Passaic, NJ	Asenett Martin	--	
City of Plainfield	Plainfield, NJ	--	(908) 753-3421	
		Shakira Huggins-Campbell	(908) 753-3421	
City Of Pleasantville	Pleasantville, NJ	Linda Peyton	(609) 484-3610	
City of Rahway	Rahway, NJ	Raymond Giacobbe	(732) 827-2000	

## New Jersey Complete Count Committees

City of Summit, NJ	Summit, NJ	Nora Radest	(908) 522-3600	
		Rosemary Licatese	(908) 522-3600	
City of Trenton	Trenton, NJ	--	(609) 989-3508	
Clerk Department - Township of Edison	Edison, NJ	Cheryl Russomanno	--	
Constitutional Officers Association of New Jersey	Freehold, NJ	--	--	
County of Morris Planning and Preservation	Morristown, NJ	Christine Marion	(973) 829-8120	
County of Sussex	Newton, NJ	Greg Poff	(973) 579-0250	
Cumberland County - Board Of Chosen Freeholders	Bridgeton, NJ	--	(856) 453-2175	
Delta Sigma Theta Sorority, Inc., South Jersey Alumnae Chapter	Voorhees, NJ	--	(856) 482-3772	
Disability Rights New Jersey	Trenton, NJ	Gwen Orlowski	(609) 292-9742	
Dover Town Municipal Government	Dover, NJ	James Dodd	(973) 366-2200	
Eagle Rock Co	Montclair, NJ	Armando Zuniga	(973) 358-6543	
Edgewater Park District Community Advisory Committee-NJ	Edgewater Park, NJ	Roy Rakszawski	(609) 877-2124	
Edgewater Park Township School District Community Advisory Co..	Beverly, NJ	Roy Rakszawski	--	
Edgewater Park-NJ Complete Count Committee	Beverly, NJ	Roy Rakszawski	--	
Edison TV Township of Edison	Edison, NJ	Michael D'Amato	--	
Engineering Department Township of Edison	Edison, NJ	Carl O'Brien	--	
EPI Networking	Holmdel, NJ	Zisha Novoseller	(732) 228-8374	
Essex County Administration	Newark, NJ	Anthony Puglisi	(973) 621-4432	
Finance - Hillside Township	Hillside, NJ	Glynn Jones	--	
Fort Lee Borough Hall	Fort Lee, NJ	Maryanne Leodori	(201) 592-3570	
Gethsemane Baptist Church-West New York	West New York, NJ	Anthony Smith	(201) 868-9122	
Glassboro Complete Count Committee	Glassboro, NJ	--	(856) 881-9230	
Gloucester County Freeholders NJ	Deptford, NJ	Dawn Lippincott	(856) 853-3395	
Greenfield Auto Service	Newark, NJ	Nuncio Esposito	(973) 482-1894	
GW Grigg Post 68 American Legion Merchantville NJ	Merchantville, NJ	Diane Johnson	--	
Health Care Foundation of the Oranges, Inc.	East Orange, NJ	Leslie Eaddy	(862) 520-1074	
Health Department - Township of Edison	Edison, NJ	Jay Elliot	--	
Hoboken housing authority	Hoboken, NJ	Daniel perez	(201) 798-0164	
Howard's Healthy Choices	Trenton, NJ	Tynnetta Howard	(609) 989-1500	
Hunterdon County - Board Of Chosen Freeholders	Flemington, NJ	Paul C Sauerland Jr	(908) 788-1102	
Hunterdon County Census Complete Count Committee	Flemington, NJ	--	(908) 782-3414	
Hyacinth AIDS Foundation	New Brunswick, NJ	Kathy Ahern-O'Brien	(732) 246-0204	
Hyacinth AIDS Foundation Essex County	Newark, NJ	Natalie Brown Muhammed	(862) 240-1461	
Hyacinth AIDS Foundation Hudson County	Jersey City, NJ	Alicia Parker	(201) 432-1134	
Hyacinth AIDS Foundation Mercer County	Trenton, NJ	Rita Stapleton	(609) 396-8322	
Hyacinth AIDS Foundation Passaic County	Paterson, NJ	Brian McCormick	(973) 278-7636	
Hyacinth AIDS Foundation Union County	Plainfield, NJ	Rocie Ruiz	(908) 755-0021	
Iranian American Medical Association Complete Count Committee	Haledon, NJ	Katouzian Katayoun	(949) 235-6137	
Korean American Association of New Jersey	Palisades Park, NJ	John Bae	(201) 945-9456	
Law Offices of Tirza Wahrman	Princeton Junction, NJ	Tirza Wahrman	(973) 222-8394	
Lawnside, Borough of	Lawnside, NJ	Mary Ann Wardlow	(856) 537-6200	
Lawrence Township	Lawrence Township, NJ	Kathy Norcia	(609) 844-7001	
		Pamela Mount	(609) 844-7001	
Livingston	Livingston, NJ	Russ Jones	(973) 992-5000	
Madison Avenue Block Association	Jersey City, NJ	Butterfly Webb	--	
Maplewood Memorial Library	Maplewood, NJ	Emily Witkowski	(973) 762-1622	
Meals on Wheels Salem County	Salem, NJ	Carly Melchert	(856) 935-3663	
Mercer County Department of Community Affairs	Trenton, NJ	Terry WEST	--	
Middlesex County Board of Chosen Freeholders	New Brunswick, NJ	Ronald Rios	--	
Middlesex County Department of Infrastructure Management	New Brunswick, NJ	--	--	
Montclair Art Museum	Montclair, NJ	Marsha Keyshaw	(973) 746-5555	
Montclair State University - Harry A. Sprague Library	Montclair, NJ	Darren Sweeper	(973) 655-4288	
Montclair YMCA	Montclair, NJ	--	(973) 509-6089	
Morris County Board of Chosen Freeholders	Morris Plains, NJ	Deena Leary	(973) 285-6010	
Municipal Court - Township of Hillside	Hillside, NJ	Veronica Acosta	--	
Municipal Court Township of Edison	Edison, NJ	Kelly Sommer	--	
Muslim Community Center of Union County	Elizabeth, NJ	Ayaz Aslam	(908) 965-1001	
New Brunswick Free Public Library, NJ	New Brunswick, NJ	Linda Crittenden	(732) 745-5271	
New Jersey Commission on American Indian Affairs	Trenton, NJ	Rowena Madden	(609) 633-9627	
New Jersey Muslim Voters Project	East Orange, NJ	Jimmy Smalls	(973) 580-4798	
Newark Pride Inc	Newark, NJ	Sharonda Wheeler	(732) 766-7141	



**#Census2020NJ | [census2020nj.org](https://census2020nj.org)**

## **How To Host A Census Kiosk**

For the first time, residents will have the option of completing the 2020 Census online or over the phone. This means that any location with internet access or phone service can be a site to complete the Census questionnaire. These sites will be critical for people without a regular and reliable connection to the internet.

To ensure all New Jersey residents have access to the Census, the 2020 Census NJ nonprofit coalition and the New Jersey Department of State are calling on local communities to step up to host Census kiosks during March to June 2020.

### **I. Basic Considerations**

#### **a. What You Need for a Census Kiosk**

A Census kiosk only needs a few key items to be successful:

- **A safe location trusted by community members**, such as a library, health care facility, religious institution, business or store, government office or community center
- **Devices (desktop computers, laptops, or tablets)** that are available to members of the public from March to June 2020 to complete the Census questionnaire. Kiosk sites should regularly run antivirus software to ensure that data submissions remain confidential.
- **Reliable access to the internet (at a speed of 5 mbps or higher)**, whether wireless or wired. The homepage should be set to the website [2020census.gov](https://2020census.gov) and all devices should have the newest version of a modern web browser such as Chrome, Firefox, or Internet Explorer.
- **Materials or staff/volunteers with basic Census information** who can help make sure that people know how to fill out the Census. It is strongly suggested that training be provided through toolkits, presentations and/or online videos for volunteers or staff on answering basic questions about the Census

#### **b. Where To Place Them**

A kiosk can be any place where people congregate.

Potential sites include (but are not limited to):

- Libraries
- Schools
- Recreation centers
- Senior centers



- Businesses (such as barbershops, salons, laundromats, restaurants, etc.)
- Houses of worship
- Soup kitchens or food pantries
- Government offices such as WIC, health clinics, post offices, etc.
- Child care centers
- LGBTQ+ centers
- Job assistance offices
- Health care providers (especially waiting rooms)
- County One-Stops
- Community service organizations
- Affordable housing communities
- Other community hubs or centers

These kiosks should be targeted in hard-to-count communities and/or communities with low levels of internet access. A group can use either the [Census ROAM mapping tool](#) or the [Census Hard-to-Count Maps](#) to identify the hardest-to-count areas. Both are easy to use tools, but support to answer questions about them is available.

## II. How To Set It Up

### a. Timeline

- January 2020:
  - Let your local Complete Count Committee know that you are planning to host a kiosk and ask them to publicize with their partners. Visit the [Bureau's listing of CCC's to find your local contact person](#).
  - Determine your staffing requirements for your kiosk. Even if you have paid staff available to manage the kiosk you will need volunteers to efficiently staff it.
    - Work with your local complete count committee to help recruit volunteers.
  - Determine how many people you hope to attract to your kiosk, based on your service area and previous events
  - Determine how many computers/tablets you can have available at once. Although the Census takes roughly 10 minutes to complete per household, that time may differ for different families. Once there's a wait, many families may opt not to participate or come back another time.
  - Check your Internet connection speed. The website runs best with a connection 5 mbps or higher.
  - Start to plan Census Action Days that focus on residents filling out their Census forms at kiosks.
- February 2020:
  - Inform your local Complete Count Committee about the status and hours of your kiosk and ask them to publicize it with their partners.
  - Host community events about Census or include Census messaging in existing events to build interest and spread publicity about the upcoming Census
- March 1-March 15:
  - Complete plans for Census Action Days and events to fill out the Census form
  - Inform residents about what they'll need to know in order to fill out the Census for *everyone* in their household:

- Name, age, birthdate
  - Gender
  - Race/ethnicity
  - Whether they rent or own their home
  - Relationship to person filling out survey
- Spread the word about your Census Action Days and the hours of your kiosk to community members
- March 16-April 7:
  - Host your Census Action Days, inviting community members and service populations to attend to fill out the Census questionnaire at a kiosk.
- April-June 2020:
  - Maintain regular hours for your kiosk for walk-ins

**b. What volunteers/staff need to know**

Basic brief training is all that is needed to operate a Census kiosk. Volunteers/staff should know how to:

- Direct people to the Census questionnaire at [2020census.gov](https://2020census.gov)
- Answer basic Census [Frequently Asked Questions](#) including common household living situations
- Assist with technology skills such as using the website, typing, etc. If the site is inactive for 15 minutes or more, it will reset and go back to the main questionnaire page.
- Provide access to Census language guides as needed:  
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>
- Explain why filling out the Census is important for community programs
- Address confidentiality/security concerns: <https://2020census.gov/en/data-protection.html>
- Have access to all Census phone numbers for all 13 languages:
  - English, Spanish, simplified Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese

Ideally, staff or volunteers will have received training on additional information about the Census. You can find out about additional training opportunities by signing up for Census updates at <https://www.nj.gov/state/census-sign-up.shtml>

Staff may assist individuals in completing the census, however, they should make it clear that they do not represent the Census Bureau. For more information on staffing guidelines, please read [the Census Bureau guidelines for partners here](#).

**c. Registering your Census kiosk**

There is no formal requirement to register a kiosk. Certain groups may prefer not to publicly list a kiosk location.

However, to improve the publicity surrounding sites, groups that are willing to share information should let their local Complete Count Committee know.

**d. Building pipeline of visitors**

Promotion of your Census Kiosk is key. Make sure you publicize using posters, flyers, social media, etc., as well as local media such as daily or weekly newspapers, radio stations and local access television.

Partnering with other organizations can ensure that people know that they can come to your kiosk location to fill out the Census questionnaire.

Your promotion will be most effective if you work in conjunction with your local Complete Count Committee to publicize events and locations

**e. Planning your Census Action Day events**

The best way to ensure that your Census kiosk gets heavy usage is by planning Census Action Days that bring people together to fill out the Census.

Census kiosks that just sit passively may not get much attention, even with promotion and reasonably high foot traffic.

Some ideas on events that bring people together when Census completion could occur include:

- Library “Census Saturdays”
- Days of worship at churches, mosques, temples, or other houses of worship
- Community fairs
- School plays, assemblies, performance or presentation days
- School athletic events
- Special promotional days at food pantries, supermarkets, etc.
- Town hall meetings
- Voter registration or other civic engagement drives
- Existing community events at libraries or city offices

**More resources:**

- Longer more in-depth toolkit on kiosks from Next Century Cities: <https://nextcenturycities.org/census-kiosk-toolkit/>
- [Census Bureau FAQ document](#)
- [Census Bureau language guides to completing 2020 Census questionnaire](#)
- [Complete Count Committee listing on Bureau website](#)
- Census 2020 NJ website (including local action toolkits): [Census2020nj.org](https://Census2020nj.org)

## Outreach Resource:



A 2020 Census counting book

For young children and the grownups who love them

For more information, visit: <https://www.wecountkids.org/the-book>.