



NJ Census 2020
“Celebrating the Strengths of NJ’s Community Organizations”
Week (August 17-23)

Talking/Posting Points for Partners

- This week, we are **“CELEBRATING THE STRENGTHS OF NJ’S COMMUNITY ORGANIZATIONS.”**
- The results of the 2020 Census will help determine how hundreds of billions of dollars in federal funding flow into communities and the organizations that serve them every year for the next decade. That funding shapes many different aspects of every community, no matter the size, no matter the location.
- This week, **we are asking you, our partner organizations, to highlight the fact that everything you do in your respective communities is impacted by both Census data and the federal funding determined by that data. You are a trusted voice in your community.**
- New Jersey’s community organizations provide important care, assistance, grants and programs that supplement government services. These organizations and the critical social services they provide are going to be more important than ever for our residents as we recover from COVID-19.
- Decisions about an organization’s focus and services may depend on how federal funds are distributed and what community needs exist – and this is determined by the Census count!
- The 2020 Census’ detailed demographic data also helps inform grants and issues that our NJ community organizations seek to address.
- Think about the community organizations that provide essential services to NJ – libraries, food banks, financial support centers, childcare organizations, affordable housing providers, legal aid organizations, and so much more. These organizations need an accurate count to ensure they received their fair share of federal funding, as well as an accurate snapshot of the communities they provide services to.
- Business organizations like chambers of commerce and associations are also impacted by Census data. Your neighborhood and business community benefits the most when the census counts **EVERYONE**.
- **Don’t forget: Census takers are knocking on doors** of households across the state who haven’t responded to the Census yet. Census takers will wear masks and follow local public health guidelines when they visit your home, and all Census takers completed a virtual COVID-19 training on social distancing and other health and safety protocols before beginning their work in neighborhoods.

- Check to make sure Census takers have a valid photo ID badge featuring a U.S. Department of Commerce watermark and an expiration date. Census workers may also carry Census Bureau bags and other equipment with the Census Bureau logo.
- You can eliminate the need for Census takers to follow up in person by responding to the Census now – online, by phone or by mail.
- Remember – our diversity is our strength, and there’s #StrengthInNumbers.
- We invite you to share our posts about our community organizations in New Jersey. Share one of our posts or share your own post about why residents should complete the Census.
- Complete the Census at [2020CENSUS.GOV](https://2020census.gov) or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at [CENSUS.NJ.GOV](https://census.nj.gov).