

NJ Census 2020 Organizing Toolkit



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INTRODUCTION

Welcome to the New Jersey Census 2020 Complete Count Campaign.

NJ Census 2020 is committed to helping every member of our statewide community understand why the census is critical to their lives and how they can participate to make it a success.

This Local Complete Count Committee (LCCC) Organizing Toolkit represents best practices and guides to empower Local Complete Count Committee teams across the state, their leaders and volunteer team members to be effective trusted voices and advocates for the NJ Census 2020 Campaign and Get Out The Count (GOTC) effort. It is designed to provide you information about the Census, to help you organize a LCCC and related Census awareness and advocacy activities in your communities, and to empower others to be part of that effort.

While this toolkit is intended as a resource, your greatest resource in organizing a LCCC, will be the volunteers who will form your teams and those who step forward to lead them. Our staff will support you in this effort. We will work closely with the LCCCs around the state to guide them in executing a grassroots, person-to-person, neighbor-to-neighbor strategy. Every LCCC team will be connected to our broader organization through a point of contact. The overall job for all of us is to support and elevate the work already planned by the U.S. Census Bureau, which is responsible for the decennial census. We will build trust, dispel myths, organize trusted community voices and support all GOTC efforts across the state to ensure a complete and accurate count!

We hope that you will use the organizing techniques in this toolkit to empower yourself and your community.

Thank you for leaning in to help organize our grassroots effort and for being a part of the NJ Census 2020 Campaign. Together we will make sure that in New Jersey, everyone counts!

ABOUT THIS TOOLKIT

Everyone must be counted. How can you participate?

This document was created by the New Jersey Department of State and the New Jersey Complete Count Commission for the NJ Census 2020 Campaign. It is designed for community members, organizers, and community leaders who want to support the census and who may be interested in forming or participating in a Local Complete Committee. It includes information that can be used when talking with friends and neighbors about the census and the importance of responding. The action planning templates can be used as a guide to host events or lead an action activity.

For additional information:

All things Census in New Jersey: <https://census.nj.gov/>

NJ Census 2020 Social Media:

Facebook: <https://www.facebook.com/NJCensus2020/>

Twitter: https://twitter.com/nj_census2020

Our partners:

U.S. Census Bureau: <https://2020census.gov/en>

(additional Outreach Materials available under the Partners Section of the U.S. Census Bureau website)

Census 2020 NJ Coalition: <https://acnj.org/census2020nj/>

BACKGROUND OF THE CENSUS

WHY DO WE HAVE A CENSUS?

The Constitution (Article 1, Section 2) mandates that all people be counted every ten years in a national census. This is called the decennial census and it's conducted by The United States Census Bureau. Its mission is to serve as the nation's leading provider of quality data about our people and economy. While this effort is led by the Census Bureau, it requires the strong support from local government, businesses, and nonprofit leaders.

KEY MESSAGES

The primary message we want to get across throughout our Census Get Out The Count (GOTC) effort is this – The Census is safe, it's easy and it's important.

THE CENSUS IS SAFE

KEEPING DATA PRIVATE & SECURE – WILL MY DATA BE SAFE?

Title 13 – is a group of federal laws that has been in place since the early 1950s - requires that all personal census data is private and protected. The Census Bureau takes this very seriously.

Census Bureau employees swear an oath for life to never release any of that data. The penalties for violating the oath are severe – 5 years in prison and up to \$250,000 in fines.

Data collected through the census cannot be used against any person by any government agency, law enforcement organization or court at any level – federal, state, county or local.

The U.S. Census Bureau has many security measures in place to guarantee that the information collected stays safe.

Anyone working for the Census Bureau will have a badge and will be able to prove their identity.

THE CENSUS IS EASY

HOW DO PEOPLE RESPOND TO THE CENSUS?

In March 2020, a census postcard will arrive in the mail to your address. It will not be addressed to a person, but rather to your household. This postcard will have a link to the online census survey. Certain households will also receive the paper form to use if they would prefer.

For the first time you can respond to the Census online or by phone in 12 different languages.

If you do not respond to the postcard, either online or by phone, and if you have not already received one, you will receive a paper form in the mail to fill out.

If you don't respond by any of these methods a Census Bureau employee, likely from your community will knock on your door to offer in-person assistance in order to collect your information. This part of the process will start mid-May 2020.

THE CENSUS IS IMPORTANT

WHAT IS THE DATA USED FOR? WHY DOES IT MATTER?

The Census is basically about two things - Power and Money.

Power - The census data is used to determine representation in Congress.

Money - The amount of federal funding allocated to New Jersey is determined by Census data.

New Jersey receives approximately \$23 billion in federal funds every year for hospitals, health centers, housing, schools, federal student loans, infrastructure improvements, food programs, Medicaid, parts of Medicare, senior programs and much more..

THE CENSUS AFFECTS US ALL PERSONALLY

It's not only about the information you provide. It's about how the dollars that come into your community affect the community, you and your family. The more accurate the data collected the more the benefit to your community.

WHAT THE CENSUS IS ABOUT – DEBUNKING THE MYTHS

WHAT INFORMATION WILL BE COLLECTED ON THE 2020 CENSUS?

The census will collect information about your household and the people living in it, such as:

- How many people live in the residence on April 1, 2020.
- Whether the residence is owned or rented.
- Gender, age, race, ethnic group, and relationship of ALL people living in the residence.

All told, there are nine questions per person in your household. If desired, one person can fill out the form for everyone living there.

The Census Bureau **Will:**

- Mail you a form, asking you to complete the census online.
- Mail you a paper form to fill out and send back.
- Come to your door to ask you to fill out the census.
- Come to your door and ask about you or your neighbors.

The Census Bureau **Will Not:**

- Ask you to come outside of your house.
- Ask for your Social Security number.
- Email you a link to fill out the census online or ask for personal information via email.
- Ask for your financial information, including your bank account or credit card information.
- Ask you for money.

Filling out the 2020 Census when you receive your first mailer, either online, by phone or using the paper form (some will be sent the paper form in the first mailer), will prevent any Census Bureau employee from coming to your door. If you are unsure about the Census taker at your door, you can contact: **800-991-2520**

AVOID SCAMS BY COMPLETING YOUR CENSUS WHEN IT ARRIVES IN THE MAIL

Detailed Annotated Census Ambassador Presentation

To gain a more extensive understanding of the census that will help you with your committee/team advocate and message about it in your communities we strongly suggest that you thoroughly review the Census Ambassador Presentation below. It was created by our partners at the Census 2020 NJ Coalition. It will provide you with the information you will need as a Census Ambassador and committee/team leader. It can be accessed by clicking on the image or at this link:

https://acnj.org/downloads/2019_11_14_Census_Annotated_PowerPoint_Presentation.pdf



WHAT IS A LOCAL COMPLETE COUNT COMMITTEE?

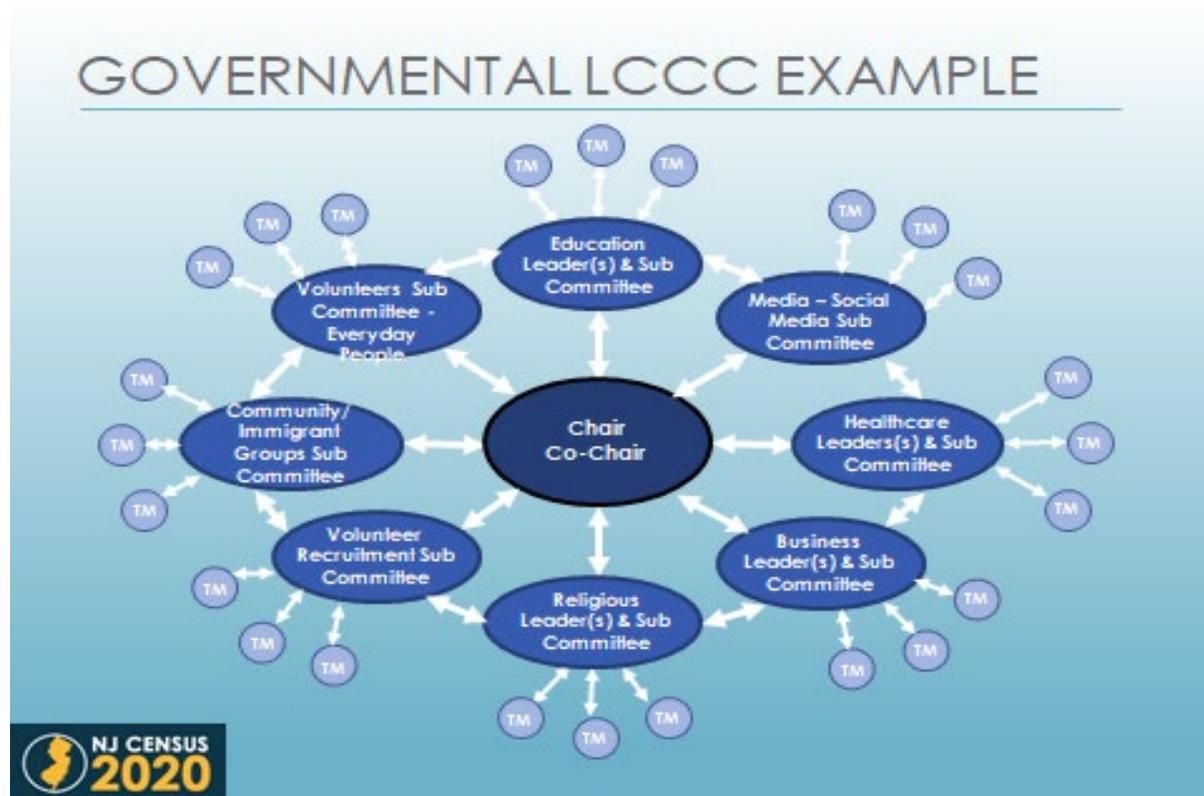
The backbone of our Census 2020 outreach effort will be the organizing and formation of Local Complete Count Committees (LCCC) across the state. These committees, which are being formed at the County, Municipal and Community levels, will serve as the community organizing action team and hub for all resources and activities related to the census. And it is from within these committees/teams that the trusted voices, so critical to the success of our efforts, will emerge.

Local Complete Count Committees are volunteer based and are established by state, local and tribal governments, community leaders and organizations to increase awareness of and motivate residents to respond to the 2020 Census. It is their work that that will play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level.

TYPES OF COMPLETE COUNT COMMITTEES

There are different types of complete count committees and they will be described below. Their makeup may be different depending on the needs and requirements of your county, town or community. What should remain consistent, regardless of the structure of the LCCC team, are the organizing tactics that we will suggest in this toolkit and the messaging being directed to the residents of your community.

GOVERNMENT COMPLETE COUNT COMMITTEES



Government Complete Count Committees (i.e. – county, city, town), are usually formed by the highest elected official in that jurisdiction, a mayor, county commissioner, or regional chair. Each committee is led by a chair or preferably co-chairs who are usually appointed by the

jurisdiction's highest elected official. Others, from a broad spectrum of the community, are appointed to serve as members of the LCCC. They should be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include people from areas such as education, media, healthcare, business, religion, philanthropy, community groups and everyday people.

Most local government LCCCs are small to medium size, depending on the jurisdiction. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. These LCCCs often form subcommittees, based on the makeup and needs of their communities, which then operate as sub teams.

COMMUNITY COMPLETE COUNT COMMITTEES



Community Local Complete Count Committees are often formed in areas that do not have a government LCCC or areas that may require a more targeted outreach approach. Community LCCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a LCCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. Similarly, a tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census; or a LCCC may form as part of a religious congregation or neighborhood association.

Community LCCCs identify their own chair or co-chairs and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include

foundations or philanthropy groups to fund the committee's activities around a particular audience.

They should absolutely include everyday people willing to commit to volunteer to be part of the committee/team's efforts. Community LCCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents. Small committees may not need subcommittees, however larger committees may find this structure helps them focus and work more effectively.

COMPLETE COUNT COMMITTEES AS ORGANIZING ACTION TEAMS

The 2020 Census is an opportunity for everyone to be counted. Governments at all levels, community based organizations, faith-based groups, schools, businesses, ethnic groups, the media and everyday volunteers will play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed and empowered to inform others they are more likely to respond to the Census. This way, along with the U.S. Census Bureau and the statewide advocacy group coalition we can reach the shared goal of counting EVERYONE in 2020.

Local Complete Count Committees (LCCC) are key to creating awareness and running Census related activities in our communities all across the state. In New Jersey they are being organized to empower and include; and that value set is part of their message to the community.

WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO?

They are a community organizing action team and function as a hub for resources and activities for all things Census related.

They utilize local knowledge, influence, and resources to educate communities and promote the census through locally based targeted outreach efforts.

They provide a vehicle for coordinating and nurturing cooperative efforts between the state, local and tribal governments; communities and the Census Bureau. They help the Census Bureau get a complete count in 2020.

WHEN SHOULD LOCAL COMPLETE COUNT COMMITTEES/TEAMS FORM?

Local Complete Count Committees (LCCC) are forming RIGHT NOW!

Government and community leaders are identifying resources and establishing local work plans. Those plans will be implemented now and the LCCCs will lead their communities to a successful census count.

WHY WE NEED TO FORM LOCAL COMPLETE COUNT COMMITTEES (LCCCS)?

LCCCs are made up of community influencers who can create localized messaging that resonates with other members of the community. They are made up of the trusted voices that are best able to mobilize community resources efficiently and persuade community members about the importance of filling out the Census. They are essential to meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.

WHY ORGANIZE A LOCAL COMPLETE COUNT COMMITTEE AS A TEAM?

**ORGANIZE AS A TEAM:
BECAUSE IT WORKS!**

<u>Why?</u>	<u>Benefits</u>
Empowering	<ul style="list-style-type: none">• Volunteers feel part of something bigger• Volunteers take on more responsibility• Volunteers can own a specific piece
More Productive	<ul style="list-style-type: none">• Team members work more than <u>twice</u> as many hours as regular volunteers• Teams produce more work than individuals
Built to Last	<ul style="list-style-type: none">• Enough people to do what needs to be done• Grows with additional volunteers• <u>Strong volunteer leadership structure</u>



LCCC Action Teams should be organized to be built to last (sustainable). Community based team should be volunteer led. Everyday people should be part of each team. This should be the case for Community based committees/teams. Volunteers thrive on teams. They are more invested, and are typically twice as productive as individual volunteers.

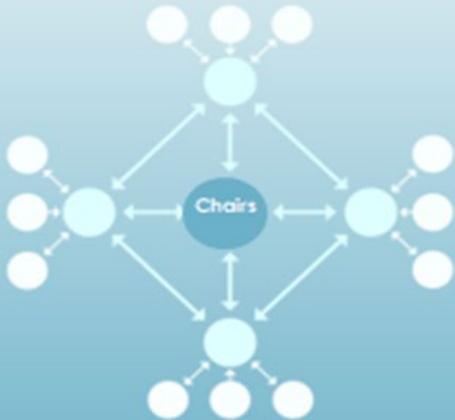
Teams will usually cover a specific geographic area, like a town in the case of a Municipal Team or a specific neighborhood or set of census tracts, as in the case of a Community based team. But teams need not necessarily be defined by a geographic area. A team could also be formed, for example, by a religious congregation, by a tenants association, by a neighborhood association, a non-profit organization, etc.

The Teams will be encouraged to be structured around a distributed management model that will be described in more detail later in this toolkit. This model is designed to maximize team productivity. It's suggested that a team be comprised of:

- Two Team Co-Chairs/Co-Leaders
- Interest Area Leads (i.e. – faith, business, education, ethnic groups, healthcare, etc.)
- Everyday People
- Operational Leads for sub teams (i.e. – Volunteer recruitment, space and scheduling logistics, media contact, material management, etc.).
 - Volunteer Recruitment sub-teams will be particularly important because they will create the additional needed capacity to run activities and spread the word about the importance of the census to each community. You can never have too many volunteers.

WHAT OUR TEAMS WILL LOOK LIKE?

WHAT OUR TEAMS WILL LOOK LIKE



- Clear lines of communication
- Enough people to do the job
- Strong structure, can survive changes and alterations
- Empowering to others



It is important for our teams to empower its volunteers to be the trusted voices in the community; that they feel that they are part of something larger than themselves. If this happens, the message they will carry becomes that much more effective and powerful.

The structure provides team sustainability so that there are enough people to do the job.

This model creates a strong structure that will endure any changes or alterations such as people leaving for illness or personal reasons.

THE KEY TO YOUR COMMITTEE'S/TEAM'S SUCCESS – LOTS OF VOLUNTEERS



- Volunteers are a must for the success of your committee/team's success.
- You can never have too many volunteers.
- You should always be recruiting volunteers
- A **Volunteer Recruitment sub-committee/sub-team will be a particularly important** part of each committee. It is needed to create and manage the additional needed capacity to run activities and spread the word about the importance of the census to each community.

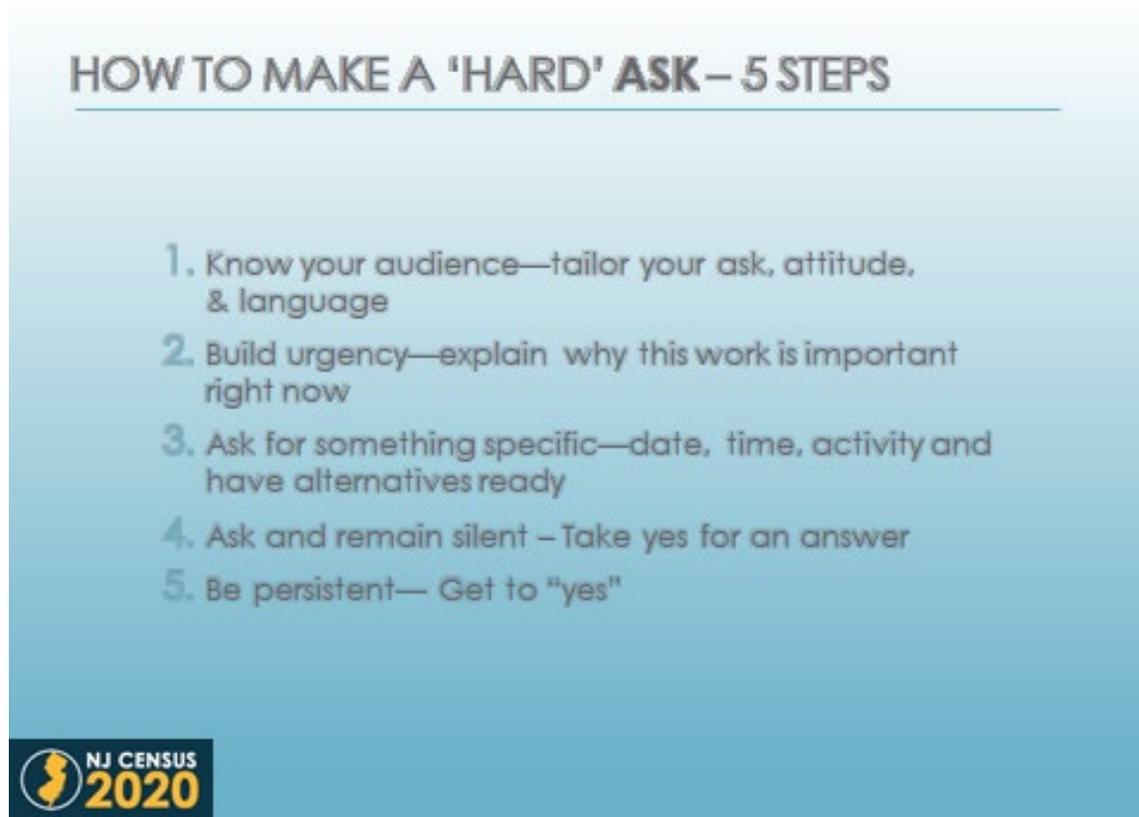
WHY DO PEOPLE VOLUNTEER?



There are many great reasons why people volunteer, but the **main reason people volunteer is because they were asked.**

THE IMPORTANCE OF ASKING

When you organize, as in life – You get what you ask for and not much of what you don't. This not only holds true for asking folks to volunteer, it also holds true for asking them to fill out the census form.



There are different ways to make an “ask.” Our goal, whether it's to ask someone to volunteer or to agree to fill out the Census form, is to get people to make a commitment. One very effective way to do that is a method called a “hard ask.” It's different than a “soft” ask, which is a more general request. The “hard ask” is made for a specific commitment, to a specific activity, on a specific date and at a specific time.

The image above provides 5 steps to an effective ‘hard ask’. The only way to become effective at this is to practice, so we suggest that you ask a fellow committee/team member to practice with you. Simply create a fictitious event (or use an actual one) and then practice making an ask. Check with each other to see if you've hit each of the five steps.

WHERE TO FIND VOLUNTEERS

SOME VOLUNTEER RECRUITMENT RESOURCES

- Your existing networks – your friends & their friends, relatives, neighbors
- Community Organizations
- Local Partner Organizations
- Faith Community Congregants
- Social Media



Now all that you have to do is ask!

KEEPING VOLUNTEERS INVOLVED

VOLUNTEER RETENTION BEST PRACTICES



- Sign-in sheets
- Create a welcoming space
- Setting context
- Increasing responsibility
- Personal relationship
- Building skills
- Show appreciation



Your volunteers are the gold thread that weaves throughout your committee/team that binds it together.

- **Sign-in Sheets** - Always make sure your volunteers or event attendees sign in.
 - Use this information to create an email and phone contact list.
- **Create a Welcoming Space** - Make sure that you create a welcoming space for your activities.
 - People will come and volunteer for the issue – in this case the Census – but they will return and stay because of you.
- **Set the Context** - Always make sure that event attendees and volunteers understand the task at hand and what you are trying to accomplish.
- **Increase Responsibility** - As you get to know your volunteers, increase their responsibilities.
 - Find out their strengths and give them tasks that utilize those strengths.
- **Building Relationships** - As a team leader building relationships with your team members is important.
 - Your job is to be a coach and a guide.
- **Building Skills** - Be sure to continually provide resource materials to your team members.
- **Show Appreciation** - Never let a volunteer or event attendee leave without saying thank you!

HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

It's up to all of us!

LCCCs will know the best way to reach the community, raise awareness and encourage community members to fill out the Census form.

It will essentially be up to each LCCC Action Team to develop and carry out their action plans. They will know the best ways to reach their community and raise awareness, as well as how to most effectively help ensure that community members fill out the Census form.

Develop a clear and measurable Action Plan with Clear Goals

Each LCCC Team should create an action plan that identifies the Hard to Count areas it wants to focus on and influence about the census

The plan should include tactics based on what it knows about the community in order to create the conditions for the outcome that it wants.

The plan should always view every activity as an opportunity to recruit needed volunteers.

Your team's action plan should **create timeframes associated to specific tactics**. Here are the suggested time frames and associated types of tactics from January 2020 through the end of May 2020:

January 2020

- Build Capacity – Recruit volunteers.
- Focus on Census education and awareness activities about why the Census is important to community members and their families.

February to Mid-March 2020

- Continue to Build Capacity – Recruit volunteers.
- Focus on activities designed to encourage and persuade community members to fill out their Census form, while continuing to educate and create awareness about the Census.

Mid-March to Mid-May 2020

- Focus on Get Out The Count (GOTC) activities that motivate residents to fill out their Census forms.


LOCAL COMPLETE COUNT COMMITTEE ORGANIZING WORKSHEET

Discussion # 1: Community

Key Question: What does your community look like?

What are the demographics of our community? How do we organize in a way that involves our key demographics?

Are there others in your town/community (like non-profits) already working to involve key demographic, particularly those considered Hard to Count (HTC), in census activities? How?

Are there upcoming events that we can have a presence at in order to reach people about the Census?

Discussion # 2: Resources

Key Question: Resources can be tangible items (PCs, tablets, WiFi, office space) or intangible (personal relationships or a career skill). How can we use our resources to build committees/teams?

What resources do we have as individuals?

What resources do we have within our community?

How can those resources help us organize and build neighborhood committee/teams for 2020 Census?

Discussion # 3: Volunteers & Teams

Key Question: We know that volunteers who work in teams are more productive, happy, connected and powerful than volunteers alone. How can we build committees/teams in our area?

Are there committees/teams (government, community or non-profit based) already in our area?

- If Yes, how can we connect with them?
- What ways can we make them accessible for new volunteers?
- If No, how can we support the development of committees/teams?

How can our teams reflect our community? What next steps will we take to build or solidify our team? Will someone in our group host a 'house' meeting to continue to plan and strategize about implementing actions in our town/community?

Commitments

As a next step, I/we commit to: (Choose an activity from the list provided in the Toolkit!)

- Run Census form completion practice sessions
- Collect Census pledge cards (Commit to Count)
- Attending community events and fairs to promote Census awareness
 - Information tables
 - Crowd flyering

LCCC ACTION PLAN ORGANIZING WORKSHEET

Here is an example of a goal setting worksheet for you to track progress on your goals. You can find a printable version of this document on page 20.

Some suggested activities that committees/teams could organize include:

- Creating a "Community Calendar" of Census events
- Creating Community Census Support Centers (census "Kiosks") - safe places where your residents can go to fill out the Census or apply for a Census job
 - They include online tools and informational support
- Holding LCCC Team kickoff meetings with media briefings
- Run organized social media "events"
- Participating in Census rallies or parades

- Coordinating census community youth forums
- Hosting interfaith breakfasts and weekend events
- Incorporating census information in newsletters, social media posts, podcasts, mailings and websites.
 - Form volunteer online action sub-teams to amplify census related information via social media
- Running Census job fairs to recruit community members for good paying Census jobs
- Hosting community Census Solution Workshops to disseminate Census material in the community
- Engage businesses and ask them to give out Census materials to their customers.
 - Focus on businesses that are in important social gathering places in Hard to Count Areas, such as barber shops and beauty salons or bodegas
- Training Community Census Ambassadors who will aim at increasing knowledge of and comfort with Census. This will increase the number of trusted voices.
- Creating Census promotional materials specific to the characteristics of the communities in your towns
- Working with your local schools to implement the Statistics in Schools program – Curricula activities from the Census aimed at K-12 designed to engage kids and their parents in the Census
- Have a Census Logo Contest for your town in the schools
- Pre-canvass Hard to Count Areas to let them know the Census will soon be here and that **it's safe, easy and important.**
- In rural communities explore creative ways to create mobile Census “Kiosks”

Measuring Your Success

It is important for you and us to be able to track your progress as a team. Collecting this data will also allow us to increase our efforts in areas with low response. It will also help you to tell the big story of your team's work and celebrate that work. It is helpful to include photos and any personal stories from events or actions in social media posts. This will help you/us tell a compelling story and hopefully get earned (free) media coverage.

You can use the Census Activity Planning Calendars and Activity Tracking Sheets to plan your activities and record your results.

For the first time the Census Bureau will provide a publicly accessible tool to track the number of households per Census tract who have submitted their forms. Your team can use this information to make decisions about the areas you are covering.

January 2020 Planning Calendar

February 2020 Planning Calendar

March 2020 Planning Calendar

April 2020 Planning Calendar

Tactics

- Host Job Fairs
- Host or attend community event
- Social Media Posts
- Write Op Ed / Letter to Editor
- Organize a Census Action Day

Goals

- Host an event on a Census Action Day with _____ attendees
- Organize or attend _____ events
- Number of Posts: _____
- Submitted to newspaper: _____
- Host a Census Action Day with _____ attendees

NJ CENSUS 2020

Contact Name: _____
 Contact Phone: _____
 Contact Email: _____

ACTIVITY TRACKING SHEETS

	January	February	March	April
Awareness & Education Event				
Social Media Posts				
Commit to Count Cards Collected				
Job Fairs Hosted				
Census Action Day Events Hosted				

Use the spaces below to add the goals that you created.

	January	February	March	April

You can find a printable version of these documents on page 21-25.

CENSUS ORGANIZING ACTIVITIES – BEST PRACTICES AND TACTICS

SOME SUGGESTED ACTIONS/TACTICS

There are a number of ways that you can help get the word out and NJ Census 2020 is here to support you. Here (below) are some additional detailed materials for suggested organizing actions/tactics for Census related activities. They include:

- Local Complete Count Committee Organizing Worksheet
- Census Activity Planning Calendars/Sheets
- Activity Tracking Sheet
- Event Organizing 101
- How To Host A Census Kiosk
- Organizing A Census Job Fair
- Blizzarding (Flyering)
- Commit to Count Pledge Cards
- Letters to the Editor (LTE)
- Event Sign-In Sheet



LOCAL COMPLETE COUNT COMMITTEE ORGANIZING WORKSHEET

Discussion # 1: Community

Key Question: What does your community look like?

What are the demographics of our community? How do we organize in a way that involves our key demographics?

Are there others in your town/community (like non-profits) already working to involve key demographic, particularly those considered Hard to Count (HTC), in census activities? How?

Are there upcoming events that we can have a presence at in order to reach people about the Census?

Discussion # 2: Resources

Key Question: Resources can be tangible items (PCs, tablets, WiFi, office space) or intangible (personal relationships or a career skill). How can we use our resources to build committees/teams?

What resources do we have as individuals?

What resources do we have within our community?

How can those resources help us organize and build neighborhood committee/teams for 2020 Census?

Discussion # 3: Volunteers & Teams

Key Question: We know that volunteers who work in teams are more productive, happy, connected and powerful than volunteers alone. How can we build committees/teams in our area?

Are there committees/teams (government, community or non-profit based) already in our area?

- If Yes, how can we connect with them?
- What ways can we make them accessible for new volunteers?
- If No, how can we support the development of committees/teams?

How can our teams reflect our community? What next steps will we take to build or solidify our team? Will someone in our group host a 'house' meeting to continue to plan and strategize about implementing actions in our town/community?

Commitments

As a next step, I/we commit to: (Choose an activity from the list provided in the Toolkit)



JANUARY 2020 PLANNING CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

	Tactics	Goals	Notes
<input type="checkbox"/>	Host Job Fairs	Host ____ Job Fairs	
<input type="checkbox"/>	Host or attend community event	Organize or attend ____ events	
<input type="checkbox"/>	Social Media Posts	Number of Posts ____	
<input type="checkbox"/>	Write Op Ed / Letter to Editor	Submitted to Newspaper ____	
<input type="checkbox"/>			



FEBRUARY 2020 PLANNING CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12 Action Day	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

	Tactics	Goals	Notes
<input type="checkbox"/>	Host Job Fairs	Host ___ Job Fairs	
<input type="checkbox"/>	Host or attend community event	Organize or attend ___ events	
<input type="checkbox"/>	Social Media Posts	Number of Posts ____	
<input type="checkbox"/>	Write Op Ed / Letter to Editor	Submitted to Newspaper ____	
<input type="checkbox"/>	Organize a Census Action Day	Host an event on a Census Action Day with ___ attendees	
<input type="checkbox"/>			



MARCH 2020 PLANNING CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12 Action Day	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

	Tactics	Goals	Notes
<input type="checkbox"/>	Organize a Census Action Day	Host an event on a Census Action Day with ____ attendees	
<input type="checkbox"/>	Host or attend community event	Organize or attend ____ events	
<input type="checkbox"/>	Social Media Posts	Number of Posts ____	
<input type="checkbox"/>	Write Op Ed / Letter to Editor	Submitted to Newspaper ____	
<input type="checkbox"/>	Host a Census Kiosk Day	Host a Census Kiosk Day with ____ attendees	
<input type="checkbox"/>			



APRIL 2020 PLANNING CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Census Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

	Tactics	Goals	Notes
<input type="checkbox"/>	Organize a Census Action Day	Host an event on a Census Action Day with ___ attendees	
<input type="checkbox"/>	Host or attend community event	Organize or attend ___ events	
<input type="checkbox"/>	Social Media Posts	Number of Posts _____	
<input type="checkbox"/>	Write Op Ed / Letter to Editor	Submitted to Newspaper _____	
<input type="checkbox"/>	Host a Census Kiosk Day	Host a Census Kiosk Day with ___ attendees	
<input type="checkbox"/>			



EVENT ORGANIZING 101

No matter what kind of organizing event you're planning, some basic best practices for planning and execution apply. Use this guide as a checklist to think through the steps of your advocacy action. Then check out the other organizing guides to walk through specialized steps that apply to the specific action you're planning, such as a house meeting, blizzarding, or letters to the editor.

Before the Event

- Choose a date, time, and location for your event, and a rough idea of how many people you would like to have attend.

Start recruiting for your event, keeping in mind that you should get commitments from about twice as many people as you'd like to attend (for example, if your attendance goal is 15 attendees, you should strive to get RSVPs from 30 people). This is based on typical show-up rates for events.

- Plan out the agenda for your event, and how long each part of the agenda will take.
- One rule of organizing is that every event you hold should lead to future action. Think about what action you want your event attendees to take after this event, and be ready to share the details with them at your event.
- Make a confirmation call to everyone who RSVPs and send them a reminder email.
- Day of event: Make sure you arrive early to your event location to get sign-in ready and prepare the space.

During the Event

- Make sure that your event or meeting space is welcoming and that the atmosphere you create is respectful and inclusive. **Remember that your volunteers will come for the Census, but they will stay, and return, because of you.**
- Ask every attendee to sign in using a sign-in form, and thank them for coming
- Follow the agenda you created
- Share the goals of the event with all attendees, and at the end of the event, report back on how the group did on achieving these goals.
- Take pictures, tweet and update Facebook with stories, quotes, and fun anecdotes. We want everyone to know that folks across the state are getting involved in the census.
- As your event draws to a close, sign all attendees up for the next action.

After the Event

- Thank your guests for participating and confirm them for your next action (tip: use both a phone call and an email).
- Share your success! Report back to your organizer how the event went.
- Make sure the data from your event is sent to your organizer so that you can record their attendance in your database.
- Post photos, anecdotes and stories on social networks, so that you can share the link later with attendees, as well as those who didn't show.
- As your event draws to a close, sign all attendees up for the next action.
- Call through those who didn't show-up and invite them to your next action.



#Census2020NJ | census2020nj.org | #NJ Census 2020 | census.nj.gov

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 – Complete Count Commission 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 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
- 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



ORGANIZING A CENSUS JOB FAIR

Be a part of this historic moment! The Census Bureau is hiring for thousands of temporary positions in New Jersey.

Hiring will take place on a rolling basis. Be sure to apply online now!

To apply, visit: www.2020census.gov/jobs .

Benefits: great pay, flexible hours, weekly pay, paid training.

Apply today to be a Census Taker at 2020 www.census.gov/jobs or 1-855-JOB-2020

Organizing a Census Job Fair requires the same basic event organizing best practices as any other event. But there are a couple of additional pieces of information that you'll need.

The Census Bureau and NJ Census 2020 can help you with that. To request support, email us at Census2020@sos.nj.gov



BLIZZARDING

What is “Blizzarding?”

“Blizzarding” means flyering or delivering information sheets to help bring an important message or issue to the attention of more people and leaders in your community.

Why Blizzard?

There are two key goals to blizzarding:

- **Spreading the word:** Blizzarding can help create awareness of the Census and educate folks about its importance to the community by providing community members with important information. It's a strong and effective way to get a message out.
- **Encouraging Community Members to fill Out the Census:** Blizzarding is a great way to promote a message of encouragement and persuasion to let people know how safe, easy and important the census is. You can, for instance tell people about the various ways to fill out the census.

Planning Your Blizzarding Event

Make Sure You Have What You Need:

- Have volunteers wear comfortable shoes.
- Provide water or ask them to bring it.
- Suggest that they bring a cell phone and a small shoulder bag or backpack to carry any extra materials.

You should blizzard in pairs or with a group of friends or local supporters that you can help recruit.

- **Find a neighborhood or public event:** Identify the best neighborhoods for flyering. Think about which communities are going to be interested in finding out about the Census and where you are likely to have the most impact.
- **You should ask businesses** if you can post a flyer in their window, or leave some out on the counter. You can also hand them out at large events. Be sure to get permission before hanging a flyer.
- **Print your flyers:** Your county or town Local Complete Count Committee (LCCC) will help you with this.
- **Recruiting volunteers:** Even a small group can be successful using this action, but it's important that you document and amplify your efforts effectively. Here are a few volunteers roles you should consider having:
- **Photo/ digital captain:** Someone to take excellent photos during your event and post to Facebook and Twitter afterward. The campaign will provide social media posting guidance.

- **Logistics captain:** Someone whose primary responsibility is making sure everyone knows where they're going, that they have the materials they need, and that communication is clear while volunteers are out flyering.

Making an Impact

- **Be aware of the visual:** A flyering event with just a handful of people can have an enormous impact informing communities about the census and creating great social media content. Even just a few good photos can tell the story of your event, but be aware of the visual—make sure your message is clear but respectful, and that you're focusing on your interaction with the community.
- **Consider your audience:** Be sure that your materials and the message they carry are geared to your audience. Try to know ahead of time what issues related to the census are important to them. Your impact will be that much more relevant and effective.



COMMIT TO COUNT PLEDGE CARDS

Who Better to Remind You to Complete the Census Than You?

Distribute the cards at each event or activity you run. Ask them to display it in a prominent place at home (like their refrigerator). Ask them if you can remind them to fill out the form in mid-March. Just get their contact info (you can use the Event Sign-In Sheet on page 34), and then in mid-March have your committee/team email or call them. If they don't want a reminder just ask them to take the pledge with them and fill out the form when the notice from the Census Bureau comes in the mail.

Here is a Sample of the Commit to Count Card:



I will fill out the 2020 Census to ensure that my community and New Jersey will get the representation and funding that we deserve from the US government for the next ten years.

I Commit to:

- Fill out the census
 - Online
 - By Phone
 - On Paper Form
- Talk to three people about the importance of the census.
- Host an event to promote the benefits of completing the census.
- Post about the census on social media.
- Volunteer for a census activity in your community.

Visit us online at: www.nj.gov/state/census/



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LETTERS TO THE EDITOR

Letters to the editor are generally short pieces, of about 250 words or less, that are in direct response to something recently published in the paper.

You should closely monitor the news in your paper and look for opportunities to respond to an article connected to the census. You should send your letter to the editor as soon as possible after the story you are responding is published - preferably the same day.

Prepare in advance for this quick response by drafting key points you want included in your piece. This will allow you to write your follow-up letter in a timely manner. See an example and a quick guide to writing a Letter to the Editor.

Op-eds are slightly longer than letters to the editor; generally they run about 750 words or less. Op-eds do not need to be in response to a specific article in the paper. You can draft and submit an op-ed at anytime, but as we are building awareness of the census from January through March, are priority months to get information to the public.

How to write a Letter to the Editor

Step 1: Choose a topic

The broader topic will be the Census. Choose a more specific topic, such as the Census and federal school loans.

Step 2: Tell the Story

Did you or a relative receive a grant or a federal loan to go to a college they otherwise might not have been able to afford? If you make it a personal story, it will likely resonate with readers.

Step 3: The message

"Because of these reasons and more, I am committed to not only completing the 2020 Census, but also to help get the word out to my friends and neighbors."

Step 4: Submit

Send the letter in to your local papers, but also the neighborhood papers. If you need assistance on where or how to send your letter to the press, contact us at Census2020@sos.nj.gov

Step 5: Let Us Know

We will look for it in the paper and share it with our community!

***Note** - Most news sites have an electronic submittal tool for LTEs

Sample Letter to the Editor

Dear Editor -

The 2020 Census has been in the news a lot lately. Many people are unaware of the magnitude of the census and how the data collected affects each of us. For example, the free school lunch program is one of the many critical public programs funded by the federal government. My family lives on a very tight budget and my children rely on school lunches. A cut to this program could result in less meals or lower quality meals for my children and I know that I cannot afford to make up the difference.

This funding is dependent on the population, which is determined every ten years by the census. The slightest undercount would result the loss of major funding for critical services in New Jersey (or your hometown).

I am grateful for the opportunity to write about the census funding for school lunches. Thank you to everyone helping to promote the 2020 Census in New Jersey (or your hometown).

Sincerely,

[Me]



EVENT: _____

DATE: _____

NAME	EMAIL	CELL PHONE #	TOWN/COUNTY	WANT TO VOLUNTEER?
				<input type="checkbox"/>
				<input type="checkbox"/>