



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!



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



Sample Census Introduction Letter/Email to Families

Dear Family,

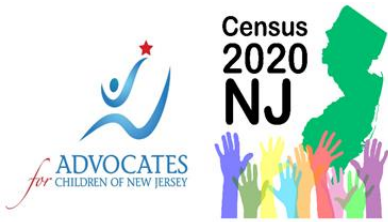
Federal funding for programs such as NJ FamilyCare, hospitals and clinics, SNAP, WIC, housing, TANF, the National School Lunch Program, child care, Head Start and many others are determined by Census population counts. The Census is a survey that is completed every ten years that aims to count every 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

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 1st. 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 Atlantic City	Atlantic City, NJ	Frank Gilliam Jr	(609) 347-5400	
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	
ArmiInArm	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	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 Fanwood	Fanwood, NJ	Eleanor MCGovern	(908) 322-8236	
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	--	
Cape May County Chamber of Commerce	Cape May Court House, NJ	--	(609) 465-7181	
Central Jersey Alumae Chapter Delta Sigma Theta Sorority	South Plainfield, NJ	Niambi Harris	(848) 229-4139	
City of East Orange	East Orange, NJ	Tony Jackson	(973) 266-5151	
City of Fairfield	Fairfield, NJ	--	(201) 882-2707	
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 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	
City of Summit, NJ	Summit, NJ	Rosemary Licatense	(908) 522-3600	
City of Trenton	Trenton, NJ	--	(609) 989-3508	
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	
Edgewater Park District Community Advisory Committee	Edgewater Park, NJ	Roy Rakszawski	(609) 877-2124	
Edgewater Park Township School District Community Advisory Co..	Beverly, NJ	Roy Rakszawski	--	
Essex County Administration	Newark, NJ	Anthony Puglisi	(973) 621-4432	
Garden State Equality	Asbury Park, NJ	Christian Fuscarino	(973) 509-5428	
Gethsemane Baptist Church-West New York	West New York, NJ	Anthony Smith	(201) 868-9122	
Greenfield Auto Service	Newark, NJ	Nuncio Esposito	(973) 482-1894	
Health Care Foundation of the Oranges, Inc.	East Orange, NJ	Leslie Eaddy	(862) 520-1074	
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	

New Jersey Complete Count Committees

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	
Korean American Association of New Jersey	Palisades Park, NJ	John Bae	(201) 945-9456	
Lawnside, Borough of	Lawnside, NJ	Mary Ann Wardlow	(856) 537-6200	
Lawrence Township	Lawrence Township, NJ	Kathy Norcia	(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	
Muslim Community Center of Union County	Elizabeth, NJ	Ayaz Aslam	(908) 965-1001	
New Brunswick Free Public Library	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	
Office of Assemblywoman Yvonne Lopez	Perth Amboy, NJ	Yvonne Lopez	--	
Office of Government Services	Clayton, NJ	Theresa Ziegler	(856) 307-6650	
Princeton Township	Princeton, NJ	Leticia Fraga	(609) 924-5704	
Ramapough Lenape Nation	Mahwah, NJ	Eileen Soaring Eagle DeFreece	--	
Robbinsville Township	Trenton, NJ	Michelle Seigfried	(609) 918-0002	
Roselle Borough	Roselle, NJ	Christine Dansereau	(908) 245-5600	
Roselle Park Borough	Roselle Park, NJ	Joseph Signorello	(908) 245-6222	
Salem County Board Of Chosen Freeholders	Salem, NJ	Stacy Pennington	(856) 935-7510	
Somerset County Board of Chosen Freeholders	Somerville, NJ	--	(908) 231-7000	
Staples Bloomfield 0549	Bloomfield, NJ	Daniel Serra	(973) 259-1411	
Staples Livingston 0075	Livingston, NJ	Mark Seymour	(973) 740-0096	
Statewide Hispanic Chamber of Commerce of New Jersey	Lyndhurst, NJ	Claribel Cortes	(202) 935-0035	
Suburban Torah	Livingston, NJ	Robert Gray	(973) 994-2620	
Sussex County Community College	Newton, NJ	Kathleen Okay	(973) 300-2682	
Tabernacle Baptist Church	Burlington, NJ	Claudine Conaway	(609) 386-4785	
The Elizabeth Coalition to House the Homeless	Elizabeth, NJ	Letitia Sweat	(908) 355-2060	
The Gateway Family YMCA	Elizabeth, NJ	Corey Wu-Jung	(908) 249-4806	
The O League	Burlington, NJ	Seigha Omuso	(609) 387-7585	
Township Of East Brunswick	East Brunswick, NJ	Colleen McGurk	(732) 390-6810	
Township of Evesham-NJ	Marlton, NJ	Jaclyn Veasy	(856) 983-2900	
Township of Hainesport	Hainesport, NJ	Paula Kosko	(609) 267-2730	
Township of Irvington	Irvington, NJ	Musa Malik	(973) 399-6639	
Township of Lumberton	Lumberton, NJ	Bobbie Quinn	(609) 267-3217	
Township of Maplewood Public Health	Maplewood, NJ	Candice Davenport	(973) 762-8120	
Township of Montclair	Montclair, NJ	--	(973) 509-4900	
Township of Mount Holly	Mount Holly, NJ	--	(609) 845-1100	
Township Of Plainsboro	Plainsboro, NJ	Lester Varga	(609) 799-0909	
Unified Valisburg Services Organization - Community Outreach an..	Newark, NJ	Sabrina Ross	--	
Union Township	Union, NJ	Michelle Delisfort	(908) 688-2800	
Urban League of Essex County Young Professionals	Newark, NJ	Lolitta Kirby	(973) 393-3151	
Veterans and Military Affairs Advisory Committee	Mount Holly, NJ	Kimberely Johnson	(609) 267-5723	
Village of Ridgewood	Ridgewood, NJ	Ramon Hache	--	
Warren County NJ Planning Dept.	Belvidere, NJ	Dave Dech	(908) 475-6532	
West Windsor Township	Princeton Junction, NJ	Gay Huber	(609) 799-9448	
Willingboro Township	Willingboro, NJ	Reva Foster	(609) 209-1386	
Wind of the Spirit	Morristown, NJ	Missy Elias	(973) 538-2035	
Working Families United for New Jersey	Trenton, NJ	Jennifer Rodriguez	(609) 203-3989	
YMCA Hamilton	Trenton, NJ	Joshua Morgan	(609) 581-4737	

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>.