

Encouraging Response

- Prioritize
- Be Visible
- Challenge Others
- Include a Blurb
- Go Digital
- Hold a Parade
- Call/Text Households
- Drop Off Flyers
- Write the Editor

<https://www.census.gov/content/dam/Census/library/factsheets/2020/dec/encouraging-response-during-covid.pdf>

Encouraging Response to the 2020 Census During COVID-19

Ideas to Encourage Response Amid Social Distancing

COMMUNITIES ACROSS THE COUNTRY ARE SHIFTING FROM FACE-TO-FACE EVENTS TO THE FOLLOWING IDEAS TO ENCOURAGE RESPONSE TO THE 2020 CENSUS.

- Prioritize Low-Responding Areas**
Analyze neighborhood response rates at the tract level.
 - View the 2020 Census Response Rate map at <<https://2020census.gov/en/response-rates.html>>.
 - Focus on-the-ground efforts specifically in areas with low response.
- Be Visible at Open Locations**
Have 2020 Census materials posted at grocery stores, COVID-19 testing sites, unemployment offices and food pantries.
 - Outreach materials are available at <<https://2020census.gov/en/partners/outreach-materials.html>>.
- Challenge Others**
Challenge another community or neighborhood to a friendly Response Rate Challenge.
 - A toolkit of challenge ideas is available at <<https://2020census.gov/en/news-events/press-releases/response-rate-challenge.html>>.
 - Create lawn signs to promote the competition and invite local media to cover the challenge.
- Include a Blurb**
 - Work with partners to include 2020 Census blurbs on utility bills, store receipts, etc.
 - Provide customized drop-in articles for community-based organizations to include in their newsletters and mass e-mails.
 - Use 2020 Census "Respond Now!" language on telephone hold messages.
- Go Digital**
 - Host a 2020 Census Webinar or virtual town hall with community members.
 - Host a 2020 Census live social media chat or local DJ party on Facebook, Twitter, Instagram, or Google Hangouts.
 - Display 2020 Census banners or links on city Websites (mayor's office, electrical companies, etc.). 2020 Census Web badges and banners are available at <<https://2020census.gov/en/partners/outreach-materials/badges.html>>.
 - Start a "thunderclap," or social media roadblock, where multiple partners in your area use the #2020Census hashtag and a "Respond now!" message on the same social media site at a particular date and time.

Connect with us
@uscensusbureau
For more information:
2020CENSUS.GOV
D-15-PA-01-031

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Lisa Moore
Assistant Regional Census Manager
New York Region of the U.S. Census
Bureau

Half-Pager



RESPOND NOW!

In one of 13 languages at
WWW.2020CENSUS.GOV

To speak with a representative,
call one of these toll-free lines:

ENGLISH: 844-330-2020
SPANISH: 844-468-2020
ENGLISH (FOR PUERTO RICO RESIDENTS): 844-418-2020
SPANISH (FOR PUERTO RICO RESIDENTS): 844-426-2020
TDD (TELEPHONE DISPLAY DEVICE): 844-467-2020

CHINESE (MANDARIN): 844-391-2020	TAGALOG: 844-478-2020
CHINESE (CANTONESE): 844-398-2020	POLISH: 844-479-2020
VIETNAMESE: 844-461-2020	FRENCH: 844-494-2020
KOREAN: 844-392-2020	HAITIAN CREOLE: 844-477-2020
RUSSIAN: 844-417-2020	
ARABIC: 844-416-2020	PORTUGUESE: 844-474-2020
	JAPANESE: 844-460-2020



Now more than ever, it's important
to complete your census.
It's Safe, Easy, and Important
for your community.

RESPOND NOW!

By phone:

844-330-2020 for English

844-468-2020 for Spanish

or online at www.2020census.gov

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Mobile Questionnaire Assistance



**MQA SUPPORT IS
LIVE!**



**BILINGUAL STAFF
AND RESOURCES
AVAILABLE**



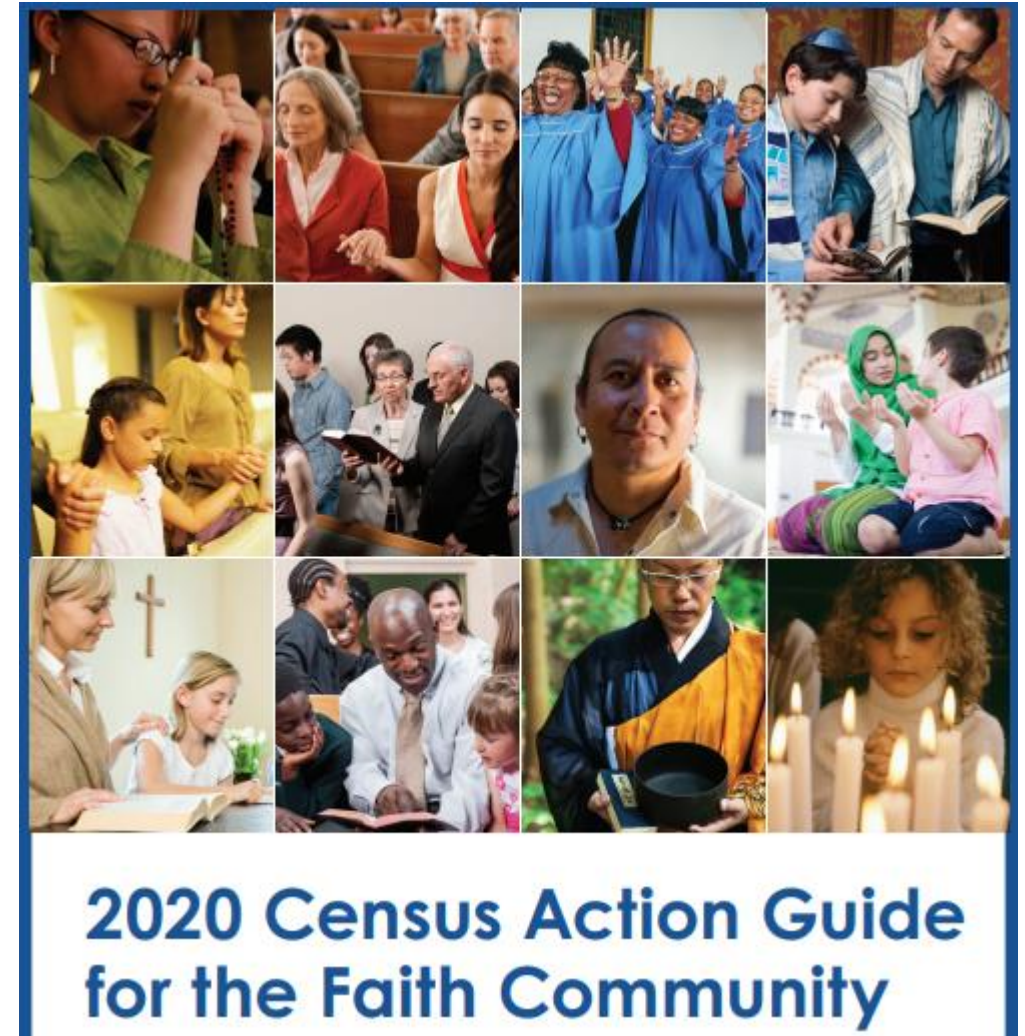
Census Bureau staff visit key public locations like grocery stores, houses of worship, and community centers to help people respond to the 2020 Census on either a tablet or mobile device.



**CONTACT YOUR
LOCAL PARTNERSHIP
SPECIALIST TO
REQUEST
RESOURCES**

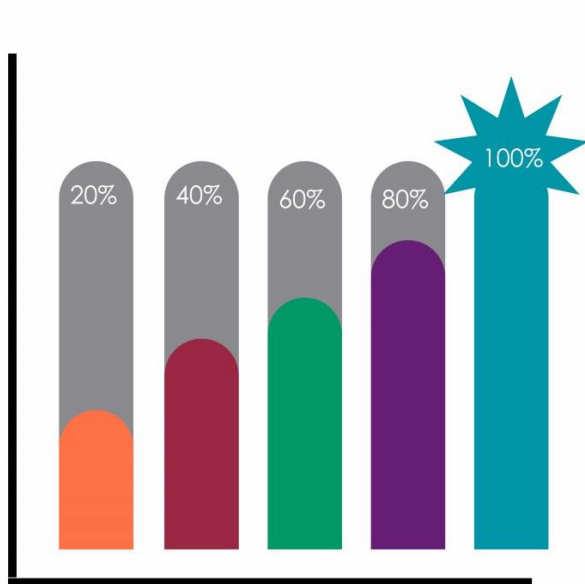
Faith Based Weekend of Action

- July 24-July 26 (Friday to Sunday)
- Digital Tool Kit
- [https://2020census.gov/content/dam/2020census/materials/partners/2020-02/Faith Communities Action Guide.pdf](https://2020census.gov/content/dam/2020census/materials/partners/2020-02/Faith_Communities_Action_Guide.pdf)



2020 Census Action Guide for the Faith Community

Push Week



COMMUNITY SELF-RESPONSE RATE



**Goal: Replicate
Census Day/Week
experience at DMA
level**



**Integrated paid media, local
earned media, outreach support,
and tailored creative**

<https://2020.wmglobel.com>



**Our region is
scheduled for July 27-
August 2**



**Possible Pre-push
media to build
awareness (traditional
+ digital)**



**Partners push
digital/social
content to
audiences, host
events**

Nonresponse Follow-up (NRFU)

- **Begins August 11 in majority of areas**
- **Census Bureau provides and requires masks to be worn by all enumerators**
 - Follow CDC and local guidelines
 - Census takers must complete a virtual COVID-19 training on social distancing protocols and other health and safety guidance
- **If no one is home when the census taker visits, the census taker will leave a notice of their visit with information about how to respond online, by phone or by mail**
- **Census takers can be easily identified by a valid government ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date on the badge**



Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Suspect Fraud?

Website: <https://2020census.gov/en/avoiding-fraud.html>

Phone: 1-844-330-2020

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html

Meet People Where They Are



Patricia D. Williamson, NJISJ
Member, Census 2020 NJ Coalition



Resources



- Materials - Flyers
- Masks
- Magnets

Census PUSH Week Ideas



- Car Caravans
- Civic Engagement Cookouts
- Friendly City Competitions

While we have a window of opportunity, go outside, socially distance, and engage people!

Ideas – Advocacy in Action Example



Helpful Links

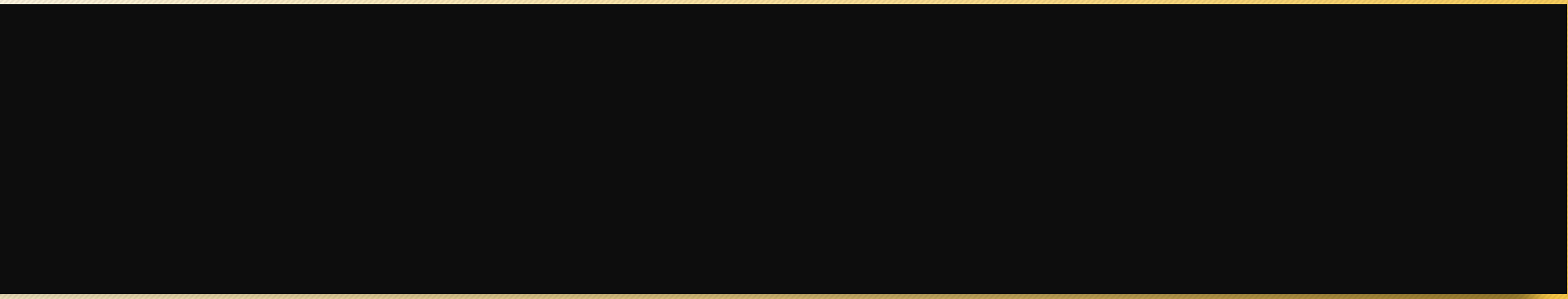


- Census PUSH Week site:

<https://acnj.org/census2020nj/census-2020-push-week/>

- Form for registering events:

<https://forms.gle/HDzA1J9xb6QAmWy47>





Statewide Census PUSH Week Kickoff

#NJ Census2020

July 21, 2020



THE BOTTOM LINE FOR PUSH WEEK AND DOWN THE STRETCH

**You get what you ask for,
and not much of what you
don't.**

ORGANIZING IS **ASKING**

What will we be asking
for during PUSH Week &
going forward?

THE URGENCY OF NOW!

YOUR COMMUNITY IS COUNTING ON YOU.
FILL IT OUT NOW!



STRENGTH IN NUMBERS



NJ CENSUS
2020

[CENSUS.NJ.GOV](https://census.nj.gov)

TYPES OF ACTIVITIES TO RUN

- In Person Activities
 - Census Kiosks – Mobile & Permanent
 - At food distribution locations, COVID testing locations, places of worship, libraries (as they become available), at non-profits
 - Utilize Census Bureau Mobile Questionnaire Assistance (MQA)
 - Car Caravans – Creates a buzz. Coordinate with mobile kiosks
 - Tables at any outdoor community events
 - Chalk-a-Thons
 - Distribute flyers
 - Ask businesses to post flyers
 - Involve barber shops & hair salons

TYPES OF ACTIVITIES TO RUN (CONT.)

- Virtual Activities
 - Virtual Census Kiosks – Assist residents in filling out their Census
 - Census Block Party
 - Utilize Census Bureau Mobile Questionnaire Assistance (VMQA)
 - Organize lists of those who have asked for help filling out their Census and run an event with a Voice MQA
 - Friends & Family Phone Outreach
 - Friends & Family Text Outreach
 - PUSH Week Census Challenge
 - Social Media Posts – Celebrate Success

USE YOUR TEAMS & ORGANIZED TRUSTED MESSENGERS



COLLABORATE, COLLABORATE, COLLABORATE!

- Work with your Non-Profit Partners, Local Complete Count Committees, both municipal and county, to leverage resources and amplify activities
- Work with your Census Partnership Specialists
- Work with the NJ Census 2020 Team at the NJ Department of State
- Work with support staff at the Census 2020 NJ Coalition

RESOURCE INFORMATION

- NJ Census 2020 Website - [Census.NJ.Gov](https://census.nj.gov) – Census Resources
 - NJ Census 2020 Organizing Toolkit
 - Event Organizing 101 Guide
 - Activity Sign-In Sheet
 - How to Host a Census Kiosk Guide
 - Kiosk Tech Hygiene Guide
 - Friends & Family Census Outreach Program Info
- U.S. Census Bureau
 - Website – [2020CENSUS.GOV](https://2020census.gov)
 - Census Bureau Mobile Questionnaire Assistance (MQA)
 - Media Tool Kit – Includes Social Media Tools
 - Census Push Week Challenge Info – July 22

RESOURCE INFORMATION

- ENCOURAGING RESPONSE TO THE CENSUS GUIDE
- FAITH WEEKEND INFO – CENSUS BUREAU
- RESPONSE RATE TRACKING MAPS
- Census 2020 NJ Coalition
 - Website - <https://acnj.org/census2020nj/>
- PUSH Week Activity Sign Up Link
- Organizing Refresher Video for PUSH Week

THANK YOU! LET'S GET OUT THE COUNT!



**STRENGTH
IN
NUMBERS**

#NJGOTC

OUR CONTACT INFORMATION

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 - (609) 633-1230
- Eric Kipnis – Manager, Constituent Relations
 - eric.kipnis@sos.nj.gov
 - (609) 292-4755
- NJ Department of State-NJ Census 2020 Website
 - <https://www.Census.NJ.Gov>
- NJ Census 2020 Email
 - census2020@sos.nj.gov