



# Census Day of Action: April 1, 2019

*WE ARE ONE YEAR OUT FROM CENSUS DAY 2020.*

The 2020 Census is coming! April 1, 2019 marks one year until Census Day 2020. The census is the foundation of our democracy, and it's on all of us to ensure that everyone gets counted. That's why the Census Counts Campaign and its partners are planning to shine a light on the census one year out from the count. April 1, 2019 will be a day of peak engagement to elevate census awareness and education for people across the country.

The Census Counts Campaign will have a number of ways that groups and census advocates can plug into the Day of Action, and the Census Bureau is planning to launch their census tagline on April 1, 2019. Groups are encouraged to plan their own day of action events.

Below is a list of some potential ways to get involved! For more information and resources on the census, visit [www.censuscounts.org](http://www.censuscounts.org).

## National and In-State Activities:

**Organize an event.** Host a rally, town hall, press conference, or lobby day. Invite all of your coalition members, partners, and community members to come out and hear why the 2020 Census is so critical to your community. To see more details about how to organize a press event in your area, check out the day of action toolkit.

**Meet with your member of Congress, state legislator, or mayor.** The day of action is a good opportunity to elevate the importance of fully funded census operations. Having state and local funding allocated to reach hard-to-count communities is critical to ensuring an accurate count in your community. Set up a meeting for the week of April 1st to talk with your member of Congress or state legislator about allocating funding towards a fair and accurate count.

## Communications and Digital Activities:

**Share the Census Pledge.** Encourage your community to pledge to be counted in the 2020 Census on April 1, 2019. If your organization would like to get involved in the pledge campaign, reach out to [information@censuscounts.org](mailto:information@censuscounts.org).

**Host or join a Twitter storm.** We need to get the message out that the census is rapidly approaching. Use Twitter to educate people about the importance of the 2020 Census.

**Write an LTE or an op-ed.** Write a Letter to the Editor (LTE) or an op-ed about the importance of the 2020 Census and submit it to your local paper in advance of the Day of Action to run the week of April 1st.



**Reach out to your local media outlets.** Invite your local media to your Day of Action event.

**Host a Facebook live about the importance of the 2020 Census.** Interview leaders from your organization and community who can talk about the importance of the census.

### Activities for Small Businesses:

**Educate employees.** Send a note to your employees elevating the census. If you have a monthly newsletter, include a note about the 2020 Census and why it's so important to participate.

**Post on social media.** Show the public and your customers you are dedicated to ensuring a fair and accurate count in 2020.

**Post a flyer in a local business community bulletin board.** Don't underestimate the power of small businesses and their reach to the local community.

### Faith Census Weekend, March 29-31:

**Include in your bulletin:** Ensure that your faith community knows that the census is just around the corner and the importance of spreading the word.

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This is not an exhaustive list. It is meant to be a starting point for your census day of action planning. Do you have additional ideas or have you started to plan your day of action? Share the details of your event or get support by emailing [information@censuscounts.org](mailto:information@censuscounts.org).