



YOU COUNT! IN THE 2020 CENSUS

#CaliforniaForAll

#2020Census



Census Toolkit for Small Businesses

Small Business Census Outreach in Action

Meet the Moran Family. They operate a small Mexican food truck company called Torta Movil in South Los Angeles. They inform their employees and customers about the 2020 Census by:



Posting information about the 2020 Census around their business.



Passing out informational flyers. Email Estefanía López Pérez at elopezperez@readynation.org to get free resources mailed to your business.



Sharing with employees and customers about the 2020 Census using the talking points below.



Publicizing their outreach efforts and promoting their products on social media!

Spreading Awareness About the 2020 Census is Good for Small Business

The U.S. Constitution mandates an official count of every person living in the United States every 10 years. By law, everyone—regardless of age, race/ethnicity, sex, employment or citizenship status, is required to be counted, including your children!

Why is this important?

For every Californian missed by the census, our state loses critical funding that your employees, customers, and community members rely on, for better roads, schools, healthcare, and housing for the next ten years!

What can I do?

Help us spread the word! As a business leader you are a trusted messenger in your community and can help motivate your employees and customers to respond to the Census. Use the talking points below.

Talking Points

- **What's Included in the Census:** The census is 9 questions and takes 10 minutes to complete. Questions will ask basic information about the people who share your address, including their sex, age, race, and relationship of each person in the household. The Census will NOT ask about citizenship status.
- **How to Complete the Census:** The Census form will be available to complete online, by phone, or by mail. To fill out online go to: my2020census.gov. To respond via phone, use one of the phone lines listed [here](#).
- **Confidentiality:** The information you provide is completely confidential and will not be shared with any person, organization or government body, including law enforcement.
- **Help filling out the Census:** Go to californiacensus.org for more information. For help in English and Spanish, use NALEO Educational Fund's toll-free hotline - 877-EL-CENSO.

Important Dates

March 2020 - Invitations to complete the 2020 census questionnaire online will be mailed.

April 2020 - Census Day is April 1st! Households that have not responded will receive another postcard reminder and a hard copy questionnaire in the mail.

May 2020 - Households that have not responded may receive a final postcards reminder and a visit from a Census worker.