

# Why Your Faith Community Should Become a 2020 Census Partner

The 2020 Census is here, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to respond to the census in support of a complete and accurate count.



## What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

## What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau provides resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

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CENSUS.PARTNERS@CENSUS.GOV  
2020CENSUS.GOV/PARTNERS

## Here are some of the ways you can help:

### Communicate to your members:

Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <<https://2020census.gov>> on your Web site and include 2020 Census messages on social media and in faith-based media.

**Add your voice:** Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <<https://2020census.gov/partners>> and click on Complete Count Committees to learn more.)

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**Promote census hiring:** Share our 2020 Census recruitment Web site <<https://2020census.gov/jobs>> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

**Donate space or translate materials:** Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

**Participate in the Faith Communities Census Weekend of Action:** This census-themed weekend is March 27-29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

**Be social:** Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

**Stress that the 2020 Census is safe, secure, and confidential:** Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

**Host an event or invite us to speak:** Host a 2020 Census informational or Q&A session and

invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

**Make devices and Internet access available**

**for census response:** Provide a space with computers or tablets that people can use to respond to the census online following services or at events. Our guidelines for supporting self-response can assist you. You can also reach out to your regional census center to learn about Mobile Questionnaire Assistance events.

**Focus on children:** Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

**Tap into your groups:** When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

## When should I become a partner?

Today! We are hiring and our partners are engaging their communities now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

**Contact us.**

Get started at <[www.census.gov/partners/join](http://www.census.gov/partners/join)> to share ideas about how we can work together.

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