

EVERYONE COUNTS

IN MONTGOMERY COUNTY



www.montgomerycountymd.gov/census

Why Faith Communities Should Become 2020 Census Partners?

The 2020 Census is fast approaching, 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, and local level, including here in Montgomery County. **Census information is used to determine political representation and drive the distribution of over \$675 billion in federal funding.** Amazingly, it's estimated that every Marylander not counted in the 2020 Census will cost the state \$18,250 in funding over the course of 10 years. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

Montgomery County's Office of Community Partnerships and the U.S. Census Bureau form partnerships with the faith community to get the word out about the importance of the count. **Faith leaders are trusted voices in their communities.** Better than most, 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 support 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

United States® Census 2020

2020 Census Key Dates

-  **January - April 2020**
First census enumeration takes place in Toksook Bay, Alaska.
-  **March 2020**
Census notices are mailed or delivered to households.
-  **March – May 2020**
Census takers visit households to update address lists and collect information on the questionnaire.
-  **April 1, 2020**
Census Day
-  **May – July 2020**
Census takers visit households that have not completed the questionnaire.
-  **December 31, 2020**
By law, the Census Bureau delivers population counts to the President for apportionment of congressional seats.
-  **March 2021**
By law, the Census Bureau completes delivery of redistricting data to states.

2020
Census Maryland

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everyone living in Montgomery County, including those hard-to-count members of the community. The Office of Community Partnerships and the Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

Here are some of the ways you can help:

- **Designate a Census Captain:** Census Captains are representatives from your faith or faith-based organization selected to attend a census training and serve as a trusted source of information within your organization regarding the 2020 Census. Census Captains also serve as a liaison between your faith organization/community and our office and help manage any census related activity or census materials for the organization/community.
- **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 on your Web site and include 2020 Census messages on social media and in faith-based media.
- **Participate in Census Worship Weekend:** 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.
- **Be social:** Host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost 2020 Census social media content.
- **Host an event or invite the US Census Bureau to speak:** Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite a US Census Bureau Partnership Specialist to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table.
- **Promote census hiring:** Share the 2020 Census recruitment Web site (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 Census Bureau recruiters to table or exhibit at your next job fair.
- **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.
- **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.
- **Register as a Census Friendly location** where residents can respond to the 2020 Census online on service days too, beginning in mid-March 2020.

When should I become a partner?

Today! We are recruiting Census partners and Captains now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

To sign-up and join the network of 2020 Census partners, visit www.montgomerycountymd.gov/census/partners.html and register now!

Contact us

Find us at 2020Census@montgomerycountymd.gov to share ideas about how we can work together.