

Census in the Field: Dos and Don'ts

| DO | DO NOT |
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| <p>DO: Share census FAQs from the national GOTC hubs with households.</p> <p><i>*** If you are asked for assistance you should share the Census Bureau website and assistance hotline numbers with respondents.</i></p> <p>Develop supplemental FAQs in case questions arise, such as "What if my neighbor asks me for assistance?"</p> <p>Develop informational materials to encourage every household to participate in the census. Encourage respondents to complete as much of the form/questions and as accurately as possible.</p> | <p>DO NOT: Collect responses to the census on behalf of a household that you are not part of (i.e. it is illegal to fill out a census response for your neighbor's house, even if you believe they did not respond).</p> |
| <p>DO: Provide education about the census during issue organizing. Share the online form with households.</p> <p>Use mapping tools from various partners to help track response rates and historically HTC tracts to ensure proper targeting.</p> <p>Provide stakeholders with information on live response numbers by tract to hone in on communities with lower response rates.</p> | <p>DO NOT: Create websites or apps designed to directly collect 2020 Census response data.</p> |
| <p>DO: Collect standard contact information from individuals when asking them to pledge to fill out the census, in order to send follow-up materials on census and reminders about filling it out (e.g., Name, Cell Phone, Email).</p> <p>Everyone in the field should explicitly inform households that they do not work for the Census Bureau and are simply there with the intent to remind them to make themselves count and provide them informational resources.</p> | <p>DO NOT: Collect data over the phone or in person with the intention of submitting it to the Census Bureau. Only data collected by census takers employed by the Census Bureau is protected under Title 13 of the US Code.</p> |



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censuscounts.org



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