



GOTC Guide for Mobilizing Faith Communities

Faith in Public Life

The 2020 Census is almost here and it's time to get our friends, family, and neighbors prepared! Use this guide and the [Faithful Census Resource Hub](#) to start planning ways to Get Out The Count in your community.

You know your community best and know what message will be meaningful to them, so personalize the Census to your community! The Census can be incorporated into events and ministries your community already has planned. For example, include a Census story time at children's study or share Census flyers at the food pantry.

Census Calendar

March 12th – April 27th

- First mailing and four mailed reminders
- Paper questionnaires mailed Apr. 8

April 1st

- Census Day

May 2020 – July 2020

- Non-response Follow Up

Action Calendar

March 2020 – April 2020

- Encourage Self-Response
- Host a Census Taking Station

March 27th – 29th

- Faithful Census Weekend

May 2020 – July 2020

- Reminder to Self-Respond
- Non-Response Follow Up awareness

Faith in Public Life Resources

- Census 2020 Faith Toolkit ([eng/esp](#))
- Faithful Census Weekend Toolkit (eng)
- 1 min Video ([eng/esp](#))
- Flyers ([eng/esp/kor](#))
- Census 101 Presentation ([eng/esp/kor](#))

Additional Resources

- Language [Glossaries/Resources](#)
- Taking the Census Online [Videos](#)
- Sample Questionnaire ([eng&esp](#))
- Census Bureau Questionnaire and Language [Hotlines](#)

Additional Hotlines for Questions and Concerns

- Lawyers' Committee for Civil Rights Under Law: (888)-COUNT20 or (888)-268-6820
- Arab American Institute: (833) 333-6864 or (833)-3DDOUNI ("Count me" in Arabic)
- Asian Americans Advancing Justice | AAJC: (844) 2020-API or (844) 202-0274
- NALEO Educational Fund: (877)-EL-CENSO or (877)-352-3676 (Spanish/English)



Faithful Census Weekend March 27-29

Join communities of faith across the country March 27-29 in lifting up the 2020 Census in their houses of worship during Faithful Census Weekend. As **trusted messengers** in the community, faith leaders have a unique position to encourage census participation. Faith leaders can powerfully communicate the message that responding to the 2020 Census is an **act of faith** that shows your love for neighbor because an accurate count ensures access to quality schools, hospitals, roads and services that make a difference in people's lives. They can also affirm the **God-given dignity of each person**. Bringing the Census into worship provides a space for reflection on the values that call us to be counted and share with your community the importance of the census.

IDEAS FOR ENGAGING

- Preach on the Census
 - Connect faith themes of dignity, community, and equality to census
 - Discuss relevant scripture
 - Encourage participation
- Read a litany on dignity and the census
 - Write your own or use our guide to let your community that we all count
- Invite community members to fill out the Census after worship
 - See: Census Taking Station
- Provide a short [Census 101 presentation](#) in the weeks before or day of Canvass in your congregation's neighborhood to share information (see pg 5)

RESOURCES

- [Faithful Census Toolkit](#) (includes sermon themes, litany and individual faith tradition reflections and scripture)
- [Fact sheet on 2020 Census and confidentiality](#)

Do's

- Do start planning with your faith leader **as soon as possible**
- Do connect with the values and scripture of **your specific tradition**
- Do recognize the **fears and apprehensions** of the community and give assurance about confidentiality laws
- Do use this an opportunity to both **educate and encourage** participation
- Do integrate what is **meaningful** to your community
- Do make time to **answer questions and share information**



Census Taking Stations

During the self-response period (March 12, 2020 – April 2020), organize your house of worship to host a Census Taking Station. A Census Taking Station provides a **secure and accessible** place for community members to respond to the Census online or over the phone. You may also provide assistance for those completing their form.

WHAT YOU'LL NEED

- Up-to-date computer / laptop / tablet / phone
- Secure and private internet / phone connection
- Remind people to **bring their Census Bureau mailed 12-digit code**
- Clear and visible signage (make sure the station isn't hidden!)
- Staff or volunteers on-site to answer questions and provide tech, language, and literacy assistance
- Census Website www.my2020census.gov and Census [Phone Numbers](#)
- [Language and inforesources](#)

IDEAS

- Share information ahead of time with announcements and social media
- Invite people to take census after worship and during community events
- Provide short census 101 informational presentation beforehand
- Host regular walk-in hours

RESOURCES

- [Fact Sheet: Questions and Answers for Stakeholders Supporting the 2020 Census](#)
- [Online Portal Walkthrough Videos \(multiple languages\)](#)
- [Cybersecurity Best Practices](#)
- [The Internet Self-Response Portal: What to Expect](#)

Do's

- Do provide access to **language and information guides**
- Do make sure the computer/laptop has **up-to-date software and browser**
- Do make sure the wifi/phone connection is **strong and private**
- Do be able available to **answer questions**
- Do be clear that **you are not an employee or representative** of the Census Bureau

Don'ts

- Don't fill out census questionnaires **on behalf of households** or directly collect the information called for by the questionnaire
- Don't **collect information** or share anyone's responses
- Don't use **public wifi** or wifi that does not require a password (example: wifi at coffee shops or airports)
- Don't begin until March 20 to ensure everyone has their form



Congregational Announcements and Social Media

Congregational announcements and social media posts are simple and effective ways to spread the word! Post and share announcements multiple times leading up to, during the Census, and for important dates and events.

WHAT YOU'LL NEED

- Faithful Census Flyer ([Eng](#) / [Esp](#) / [Kor](#))
- 1 min Video ([Eng](#) / [Esp](#))
- Short message on the 2020 Census
- #FaithfulCensus and #JuntosContamos

IDEAS

- Make a verbal announcement before or after worship
- Post to congregational social media accounts
- Place a message or a flyer in the newsletter or e-newsletter
- Post a flyer on the congregational bulletin board
- Include a flyer in worship service bulletins and handouts

SAMPLE ANNOUNCEMENT

Our faith teaches that every person has God-given dignity. Therefore everyone deserves to be counted in the 2020 Census. A full and accurate count lays the foundation for a healthy democracy and healthy communities in which our families and neighbors thrive and flourish. Census data determines not only democratic representation, but also plays a key role in distributing funding to communities like ours. When our entire community is counted, we get the political representation and funding for our schools, hospitals, roads and critical services that all people deserve. Participating in the census is an act of faith and draws on our faith values of human dignity and community.

The Census Bureau will begin sending invitations to your home on March 12 to fill out the census and most people will be asked to respond online and we encourage you to respond as soon as possible and by the end of April. Your personal information kept confidential by federal law.

By completing the Census and encouraging our friends and family to do so, we claim our rightful political representation in Congress and fulfill our responsibility to our neighbors and to future generations. We must commit to doing all we can to ensure a Faithful Census in 2020. The Census only happens once every 10 years — This is our opportunity to declare that we are here and we count!

Do's

- Do place flyers in **high traffic areas**
- Do **personalize** the message to your community
- Do share **accurate** information and dates

Don'ts

- Don't print flyers **too small** to read
- Don't spread **misinformation or rumors**
- Don't limit yourself to **just one post**



- Do **encourage others** to share and post as well

Canvassing and Phone-Banking

Gather friends and volunteers to canvas and phone-bank before and during the self-response period (March 12, 2020 – April 2020). One-on-one conversations are the most effective way to motivate someone to respond to the Census and answer any questions or concerns. Encourage community members to start a conversation with their family and friends about the importance of the Census.

WHAT YOU'LL NEED

- Volunteers
- Congregational phonebook
- Flyers to hand out
 - [National Education Association](#)
 - [Census Bureau](#)
 - [Count Us In](#)

IDEAS

- Map out a plan of where you will canvass and who you will call
- Invite friends and family to join you
- Bring flyers to hand out and drop off

SAMPLE MESSAGE

Hi, _____! This is _____ from _____. I'm working to let our community know that the 2020 Census is coming/already here and that it's very important for everyone to be counted. The Census determines our representation in government and determines billions of dollars in funding for our hospitals, schools, and other resources. The Census only happens once every 10 years – this is our time to declare that we are here and claim the resources we deserve.

Do you have any questions or concerns about the Census that I can answer for you?

- #### Do's
- Do encourage **Self-Response**
 - Do be clear that you **are not an employee or representative** of the Census Bureau
 - Do keep information **confidential**
 - Do share **accurate** information and dates

- #### Don'ts
- Don't conduct any kind of **survey or collect information**
 - Don't spread **misinformation or rumors**
 - Don't canvass during **Non-Response Follow Up** (NRFU starts May 12) to avoid

being mistaken for a Census Bureau
worker