



April 1st

National Census Day of Action

COMMUNICATIONS TOOLKIT

A toolkit for *iHágase Contar!* partners
to engage stakeholders and community members
one year out from Census Day 2020

PREPARED BY:
NALEO Educational Fund



TABLE OF CONTENTS



Introduction	1
Background and Messaging	2
Talking Points	
Key Census 2020 Dates	4
Website and Social Media Accounts	5
Website	
Facebook	
Twitter	
Instagram	
Take Action on April 1 st	6
Post on Social Media	
Send an Email to Community Members and Partners	
Sign our Online Pledge	
Host an Event	
Set Up a Complete Count Committee and Introduce a Resolution	
Tools for Partners	7
Sample Social Media Posts and Campaign Graphics	
Sample Email to Supporters and Community Members	
Sample Press Release and Media Advisory	
Complete Count Committee Guide	
Template Resolution in Support of a Complete Count Committee	
Template Resolution in Opposition to Citizenship Question	
Additional Resources	19
What is the Census? Census 101	
State Based Census 2020 Fact Sheets	
Key Census 2020 Milestones	
Tips From a Reporter	
Faith in Public Life Toolkit	
The Undercount of Latino Children	
Contact Regional NEF Staff	



INTRODUCTION

This document provides *iHágase Contar!* (Make Yourself Count!) partners with the tools and resources they need to promote their participation in the April 1st 2019 National Census Day of Action. The assets featured in this toolkit can be utilized to engage community members, stakeholders, media and digital audiences in the lead up to **April 1, 2019**, one year out from Census Day 2020. Partners are encouraged to tailor the suggested language for their target audiences.



BACKGROUND AND TALKING POINTS



What is the Census and why is it important?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March through July of 2020.
- Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.
- Top 10 Census Guided Federal Programs
 - Medicaid
 - Supplemental Nutritional Assistance (SNAP)
 - Medicare
 - Highway Planning and Construction
 - Section 8 Housing
 - Title 1 Grants to Local Education Agencies
 - National School Lunch Program
 - Special Education Grants
 - State Children’s Health Insurance (CHIP)
 - Head Start / Early Head Start
- We only get one chance every 10 years at achieving a full count – these data will inform important policy decisions and determine federal funding allocations for a decade.

What kinds of challenges may thwart a full count of Latinos in Census 2020?

- There are some key changes and challenges that pose a threat to a full count of Latinos in the 2020 Census, including:
 - The Secretary of Commerce’s last minute decision to add an untested and unnecessary citizenship question to the 2020 Census questionnaire.
 - In a survey conducted by NALEO Educational Fund, [78 percent](#) of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.
 - A lack of adequate funding that could limit the Census Bureau’s ability to conduct the operations and outreach it will need to count all Americans.
 - A shift to making the Internet the primary response option for the first time in the history of the Census.
 - Census 2020 will also take place at a time of heightened fear and distrust in the government and its ability to protect private data.
- *iHágase Contar!* partners will play a critical role in educating the Latino community about these and other key changes to the Census.

BACKGROUND AND TALKING POINTS (CONT.)



Why are we encouraging partners to take action on April 1, 2019?

- April 1, 2019 marks 365 days out from Census Day 2020.
- Several developments, including the addition of a citizenship question, have put the success of Census 2020 in real danger.
- This is why we are partnering with groups across the country on a national day of action that will promote the importance of the Census to Latinos and all communities.

How is NALEO Educational Fund working with Congress to promote a full and accurate count in Census 2020?

- We continue to call on Congress to fully fund Census 2020 with an appropriation of no less than \$8 billion in federal Fiscal Year 2020 so that the Census Bureau has the funding it needs to make sure everyone is counted.
- As we await a final decision from the Supreme Court, we are also asking Congress to take action to remove the citizenship question from the 2020 Census Questionnaire once and for all.
- Through our *iHágase Contar!* Campaign, we are working with partners, stakeholders, and elected officials from across the country to promote a full count of Latinos in Census 2020.

What is the *iHágase Contar!* campaign?

- The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.
 - The *iHázme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.
- Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:
 - “Train-the-trainer” workshop opportunities;
 - State of the Census 2020 briefings;
 - Campaign material and promotional information;
 - Public awareness events and informational panels;
 - Digital and traditional media efforts;
 - National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676); and
 - Website: <http://www.hagasecontar.org> (launches April 1, 2019).

KEY CENSUS 2020 DATES



2019

January – September 2019:

U.S. Census Bureau will open 248 area Census offices.

April 23, 2019:

U.S. Supreme Court will hear case on citizenship question.

June 2019:

Decision from U.S. Supreme Court on citizenship question case is expected.

June – August 2019:

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates (*preliminary results expected in October*).

September 2019 and On:

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020:

The first enumeration begins in remote areas of Alaska, before the spring thaw.

March – April 2020:

Self Response phase of Census 2020 (*internet, mail, and phone; four waves of staggered mail*).

April 1, 2020:

National Census Day

May – July 2020:

Primary non-response follow-up operation (*to households that did not self-respond*).

WEBSITE AND SOCIAL MEDIA ACCOUNTS



All partners are encouraged to use the official April 1st National Census Day of Action campaign hashtag –**#HagaseContar**– across their social media accounts.

NALEO Educational Fund will track tweets and Instagram photos using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive.

A selection of sample social media posts partners can utilize for April 1st is available in the resources section of this toolkit.

WEBSITE

www.hagasecontar.org

At www.hagasecontar.org (launching April 1, 2019), partners and organizations will be able to access an array of tools and resources in English and Spanish, including fact sheets, communications and promotional materials, and a calendar of events taking place around the country.

An online pledge form where individuals can commit to participating in Census 2020 is also available at www.naleo.org/censuspledge.

FACEBOOK

@NALEO.org

www.facebook.com/naleo.org

The NALEO Educational Fund Facebook page engages users by making them aware of timely Census developments and news, as well as activities surrounding the April 1st National Census Day of Action. Make sure to promote this page, ask your supporters to join, and share your posts and Facebook live events.

TWITTER

@NALEO

www.twitter.com/naleo

The NALEO Educational Fund Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, elevating partner events, and more. We also engage individual users about the importance of Census 2020.

INSTAGRAM

@NALEOEdFund

www.instagram.com/naleoedfund

NALEO Educational Fund will share photos on its Instagram Account in the lead up to April 1st. We will share photos of people, organizations and elected officials who participate in the day of action using the #HagaseContar hashtag in their Instagram posts.

TAKE ACTION ON APRIL 1ST



Partners can participate in the April 1st National Census Day of Action in a number of ways, including:

- Post or Tweet about the importance of Census 2020 using the **#HágaseContar** hashtag and our graphic.
- Participate in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by posting a photo holding up our [April 1st Day of Action sign](#).
- Send an E-blast to partners and community members about Census 2020.
- Sign our [online Census pledge form](#) and share with your networks.
- Host an event in your state or region to promote Census 2020:
 - Press Conference or Briefing;
 - Census Informational Event for Community Members;
 - Census Roundtable with Stakeholders and Elected Officials; and
 - Partner with a *iHágase Contar!* Campaign [Regional Staff Lead](#).

Elected officials can also do their part by drawing attention to the critical role Census data play in our communities by taking the following actions:

- Set up a Complete Count Committee in your local community.
- Introduce a resolution in support of an accurate count in Census 2020.
- Champion a resolution in opposition to the citizenship question on the Census 2020 Questionnaire.

To make participating in our April 1st National Census Day of Action as easy as possible, we have provided a number of tools and resources in this toolkit to help you host an event, post on social media, and more.

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS



On April 1st National Census Day of Action, we encourage you to post or tweet about the importance of Census 2020.

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

TWITTER: @NALEO

FACEBOOK: www.facebook.com/naleo.org

INSTAGRAM: @naleoedfund

OFFICIAL CAMPAIGN HASHTAG: #HagaseContar

Social Media Campaign Graphics:



SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



Sample Language:

April 1, 2019 is National Census Day of Action! Join NALEO Educational Fund and our #HagaseContar partners as we prepare the Latino community for Census 2020.

We only have one shot at getting a full count of Latinos!

Take the pledge to get counted at <https://bit.ly/2UyIDIF> or text CENSUS to 97779.

#HagaseContar [INSERT GRAPHIC]

April 1st marks 365 days out from National Census Day!

Census data will be used to distribute \$800+ billion annually in federal programs incl. health, education and housing.

👉 Pledge to join the count! <https://bit.ly/2UyIDIF>

📱 Text CENSUS to 97779. **#HagaseContar** [INSERT GRAPHIC]

Census 2020 is less than one year away!

Census data will affect your voice in Congress and shape the future of your community for the next 10 years!

Take the pledge 👉 to get counted: <https://bit.ly/2UyIDIF> or text 📱 “CENSUS” to 97779.

#HagaseContar [INSERT GRAPHIC]

Census 2020 is an opportunity to capture a full portrait of the Latino community and nation.

An inaccurate count of Latinos would result in a failed Census.

Do YOUR part to get counted at <https://bit.ly/2UyIDIF> or text “CENSUS” to 97779.

#HagaseContar

DYK the Census is mandated by the U.S. Constitution? Every 10 years, every single person in the U.S. must be counted!

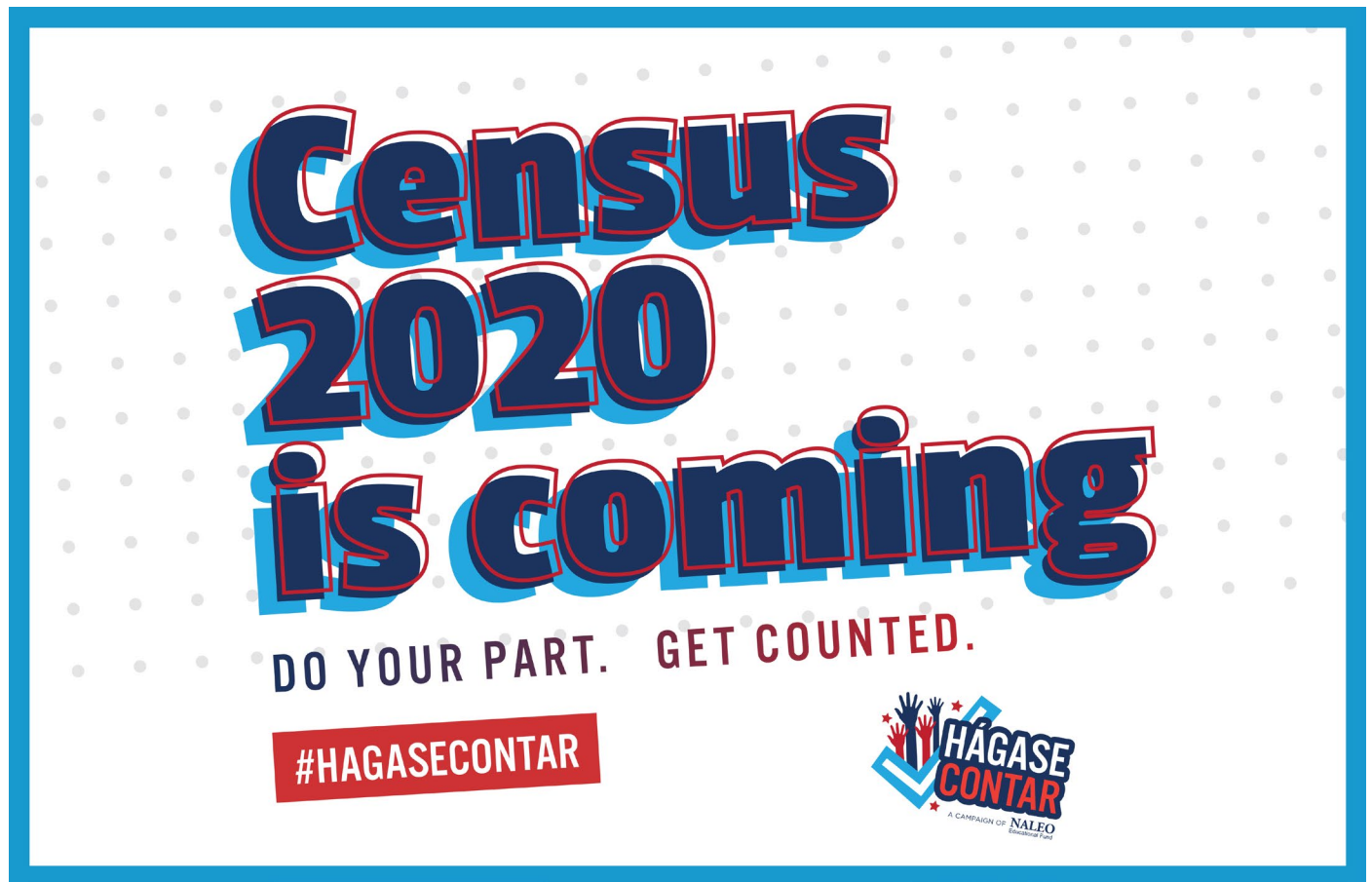
Census data is used to apportion Congressional seats and help draw district lines in all levels of gov’t.

Learn more at 🌐 www.hagasecontar.org. **#HagaseContar**

SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



General Campaign Poster:



SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS (CONT.)



You can also take action by participating in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by doing the following:

1

Print our National Census Day of Action “I pledge to get counted in Census 2020 because” sign.

2

Write in your personal response.

3

Upload a photo of you holding the sign using our hashtag **#HagaseContar**.

I pledge to get counted in
Census 2020 because



#HAGASECONTAR

SAMPLE EMAIL TO SUPPORTERS AND COMMUNITY MEMBERS



Suggested Subject Lines:

- Make Census 2020 Count – Join Our April 1st Day of Action
- Pledge to Make Census 2020 a Success – Sign Our Pledge Today

Sample Content:

Dear [ORGANIZATION NAME] Supporter,

We are excited to join the April 1st Census Day of Action, a nationwide effort to educate the Latino community about the importance of participating in Census 2020.

The U.S. Constitution requires that every person living in the United States is counted every 10 years.

The next census will take place from March to July of 2020.

Census data are the cornerstone to our democracy – these data determine:

- Apportionment of seats in the U.S. House of Representatives;
- How district lines are drawn at all levels of government; and
- The allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

You can help us make Census 2020 a success by getting involved:

- Sign our [online pledge](#) and commit to getting yourself counted;
- Share a photo of yourself with our campaign sign on social media;
- Tweet and post about the importance of Census 2020 using **#HagaseContar**; and
- Join us at our event on... [INSERT DETAILS].

We are excited to be able to join hundreds of groups across the country for this important day of action. Thanks so much for your support!

Sincerely,

[NAME, ORGANIZATION NAME]

SAMPLE PRESS RELEASE



Headline:

[ORGANIZATION NAME] Joins *iHágase Contar!* Campaign Partners Across Country for April 1st National Census Day of Action

Subheadline:

Organization will work to educate community members and stakeholders about the importance of participating in Census 2020

Body:

The [ORGANIZATION NAME] today announced that it will join *iHágase Contar!* (Make Yourself Count) Campaign partner organizations across the country as part of the April 1st National Census Day of Action.

The goal of this year's day of action is to educate the Latino community about the importance of participating in Census 2020. With Latinos now the nation's second largest population group and one out of every six Americans, full and accurate data about the Latino community are critical for our country's economic, social and civic well-being.

[INSERT QUOTE]

Census data are crucial for our representative democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government. These data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

Several challenges pose a threat to a full and accurate count of Latinos in Census 2020, including the addition of the citizenship question, a climate of fear and distrust in the government, a lack of adequate funding for the Census Bureau, and a shift to the internet as the primary response option.

Supporters can sign the online pledge to participate in Census 2020 at www.naleo.org/censuspledge and follow the April 1st National Census Day of Action activities through social media by searching **#HagaseContar**.

Led by NALEO Educational Fund, the *iHágase Contar!* Campaign is a nationwide effort to achieve a full and accurate count of Latinos in Census 2020. Additional information is available at www.hagasecontar.org.

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[INSERT ORGANIZATION BOILERPLATE LANGUAGE]

SAMPLE MEDIA ADVISORY



Headline:

[ORGANIZATION NAME] Joins *iHágase Contar!* Campaign Partners Across Country for April 1st National Census Day of Action

Subheadline:

Organization will host event on [DATE] aimed at educating community members and stakeholders about the importance of participating in Census 2020

WHAT:

The [ORGANIZATION NAME] today announced that it will join *iHágase Contar!* Campaign partners across the country for the April 1st National Census Day of Action. The organization will host an event on [DATE] at [TIME] at the [LOCATION NAME] as part of a nationwide effort to educate the Latino community about the importance of Census 2020.

WHY:

The goal for the April 1st Day of Action is to help ensure a full and accurate Census count by encouraging Latinos to participate in Census 2020.

Several challenges pose a threat to a full and accurate count of Latinos in Census 2020, including the addition of the citizenship question, a climate of fear and distrust in the government, a lack of adequate funding for the Census Bureau, and a shift to the internet as the primary response option.

[INSERT QUOTE]

Census data are crucial for our representative democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government. These data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families, including those affecting health, transportation, education and housing.

Supporters can sign the online pledge to participate in Census 2020 at www.naleo.org/censuspledge and follow the April 1st National Census Day of Action activities through social media by searching **#HagaseContar**.

Led by NALEO Educational Fund, the *iHágase Contar!* Campaign is a nationwide effort to achieve a full and accurate count of Latinos in Census 2020. Additional information is available at www.hagasecontar.org.

SAMPLE MEDIA ADVISORY (CONT.)



WHEN:

April 1st National Census Day
of Action Event

[0:00 p.m. EST / CST / PST]

[Date]

WHERE:

[LOCATION NAME]

[Address]

[City, State Zip Code]

MEDIA CONTACT:

[First Last]

[(555) 555-5555]

[firstlast@organization.org]

COMPLETE COUNT COMMITTEE GUIDE



What is a Complete Count Committee (CCC)?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to coordinate available resources to increase awareness about the Census and motivate residents to respond to the census questionnaire.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

How Can I Develop a Complete Count Committee (CCC)?

As an elected official, you can call for your jurisdiction's governing body to create a CCC by introducing a resolution.

You can help convene stakeholders, identify members and chairpersons, and reach out to community organizations and partners who can work together to create a comprehensive outreach strategy.

Read more about starting your own CCC in your local community by checking out our "how to" guide [here](#).



Complete Count Committee Guide for Elected Officials

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to increase awareness about the Census and motivate residents to respond to the census questionnaire.

CCC's will play a key role in ensuring the 2020 Census counts everyone. Residents are more likely to take part in the census count if they learn and understand the importance of it and the process for getting counted.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

Why are Complete Count Committees important?

COOPERATION

By acting as census ambassadors and community liaisons, CCC's facilitate information flow between local government, communities, and the U.S. Census Bureau (Bureau). They play an important role in the complete and accurate count of their communities.

DEEP COMMUNITY KNOWLEDGE

Community leaders know how best to reach all populations in their area. The committees can also mobilize community resources in a highly efficient and cost-effective manner. The success of the 2020 census depends on community involvement at every level, and CCC's will be a vital tool.

THE IMPACT OF TRUST

Elected officials and community leaders can effectively target outreach to historically undercounted communities—including immigrants, very young children (ages 0-5), low-income and communities of color—and achieve gains in the areas most crucial to achieving an accurate census.

Census Suggested Timeline For Elected Officials:

- Complete Count Committee (CCC) through a resolution or administrative action
- Structure of the CCC (e.g. chairperson, committee members, subcommittees)
- Relationships with regional Bureau staff
- Update on the status of the Local Update of Census Addresses Operation (LUCA)
- Training from the Bureau on their Response Outreach Area Mapper (ROAM)
- Inter-agency or interdepartmental working group within your jurisdiction which
- Capacity of your jurisdiction to establish 2020 Census Community Information
- Centers at trusted locations with computers and Internet access
- "Hard-to-count" (HTC) census tracts and other potential barriers to ensuring a full
- Count or particularly prevalent to your community; prioritize strategies to count HTC
- Tracts and to overcome any roadblocks
- With the NALEO Educational Fund's HAGASE CONTAR Campaign
- With local government jurisdictions (school districts, city councils, county and state
- And) to appropriate funding and resources for outreach and promotion of a full
- Count in your community
- 2020 Census training for CCC
- 2020 Census stakeholder informational coverings
- 2020 Census awareness
- Work plan with outreach strategies for your region
- Promoting 2020 Census awareness
- Site information on the 2020 Census (e.g. Importance of the census, key dates, steps
- Out census form)
- Close coordination with the Bureau to open Area Census Offices and establish 2020
- Community Information and Assistance Centers
- Disseminating information on the 2020 Census
- Report the 2020 Census
- All partners and stakeholders to help Get Out The Count (GOTC)
- Get your communities to self-respond
- Get specific GOTC activities such as:
- March 2020 - Amplify the Bureau's 2020 Census advertising campaign, and promote
- The HAGASE CONTAR Campaign's GOTC efforts, which will include phone, text,
- Door, and social media canvassing
- March 23, 2020 - Participate in "National Census Week of Action" activities
- March 23, 2020 - Organize "Census Week" Regional Community Forums
- March 29, 2020 - Promote March 29, 2020 as "Census Sunday" and establish
- Census Community Information and Assistance Centers at churches on this day
- Ch - April 1 - Encourage self-responses via internet, phone, or paper form
- 2020 - Census Day - Census Day community and media events
- April - July - Census Bureau follow-up and enumerator visits to nonresponsive
- Holds

GET YOUR COMPLETE COUNT COMMITTEE STARTED NOW!

www.NALEO.org/Census2020

TEMPLATE FOR RESOLUTIONS IN SUPPORT OF AN ACCURATE 2020 CENSUS COMPLETE COUNT COMMITTEE



Suggested Language:

THEREFORE, [jurisdiction] resolves to form a Complete Count Committee comprised of individuals and organizations from diverse sectors to work collaboratively on a campaign to mobilize [jurisdiction's] residents to be counted in Census 2020;

THEREFORE, [jurisdiction] resolves that the Complete Count Committee include individuals and organizations from the [jurisdiction's] government; community and faith-based organizations; the media; education; business; labor; philanthropic institutions; and other individuals or organizations that work with or are familiar with hard-to-count residents;

THEREFORE, [jurisdiction] resolves that the members of the Complete Count Committee shall represent the full geographic, gender, racial, ethnic and age diversity of the [jurisdiction];

THEREFORE, [jurisdiction] resolves to establish an [Inter-Agency/Inter-Departmental] Working Group with representatives of each of the [jurisdiction's][agencies/departments], which will meet on a regular basis to develop and implement strategies for each [agency/department] to conduct Census 2020 outreach and mobilization;

THEREFORE, [jurisdiction] resolves that the [City Manager/Chief Executive Officer/Chief Administrative Officer/Superintendent of Schools] prepare, and deliver to this body by [date], a report which sets forth [jurisdiction's] plan to mobilize its residents to participate in Census 2020. The plan shall include an assessment of the resources and any legal authorization needed to establish:

- The Complete Count Committee set forth in this resolution;
- The [Inter-Agency/Inter-Departmental] Working group set forth in this resolution; and
- Census Questionnaire Assistance Centers at [jurisdiction] facilities; the plan shall address the ability of such facilities to make computer technology available for residents to complete their Census 2020 questionnaires.

The plan shall also assess the feasibility of the [jurisdiction] establishing a grant program for community-based or faith-based organizations to conduct Census 2020 mobilization activities, and shall present a recommendation regarding such a program.

For School Districts – Census Bureau “Statistics in Schools” Program:

Suggested Language:

THEREFORE, [jurisdiction] resolves that the Superintendent of Schools assess the feasibility of incorporating the U.S. Census Bureau’s “Statistics in Schools” program or similar program into the district’s educational activities and curriculum, and report back to this body by [____]

TEMPLATE FOR RESOLUTIONS IN SUPPORT OF AN ACCURATE 2020 CENSUS COMPLETE COUNT COMMITTEE (CONT.)



Suggested Language (cont):

THEREFORE, [jurisdiction] resolves that the [City Manager/Chief Executive Officer/Chief Administrative Officer/Superintendent of Schools] appoint a Census 2020 [Director/Coordinator] to carry out the responsibilities for the [jurisdiction's] Census 2020 outreach, assistance and mobilization activities set forth in this resolution;

THEREFORE, [jurisdiction] appropriates \$_____ for the Census 2020 outreach, assistance and mobilization activities set forth in this resolution [jurisdiction can set forth specific amounts for activities, or call for the Census 2020 outreach plan to provide an estimate of the funding needed].

TEMPLATE FOR RESOLUTIONS IN SUPPORT OF AN ACCURATE 2020 CENSUS OPPOSE THE CITIZENSHIP QUESTION



Suggested Language:

WHEREAS, on March 26, Commerce Secretary Wilbur Ross agreed to a Department of Justice request, and added a citizenship question to the 2020 Census questionnaire at the last minute, citing the need for better voting rights enforcement;

WHEREAS, on March 29, the Census Bureau submitted the Census 2020 questionnaire to Congress, including a question on the citizenship status of residents;

WHEREAS, the Commerce Secretary's decision is unjustified, insofar as data from the American Community Survey, and the census "long" form before that, are sufficiently robust for civil rights and Voting Rights Act enforcement;

WHEREAS, the decennial census has not included a citizenship question since 1950, prior to the enactment of the Voting Rights Act in 1965;

WHEREAS, a citizenship question has not been tested by the Census Bureau in modern times, in a form sent to 100 percent of population, and the Bureau's 2018 End-to-End test questionnaire does not include the question;

WHEREAS, Census Bureau representatives have already reported widespread and unprecedented fear among respondents to other surveys, with respondents being reluctant to participate fully and provide accurate information.

WHEREAS, if Latinos and other residents do not initially respond to the Census questionnaire, the Bureau will follow-up by sending enumerators to their homes, and costs will increase exponentially.

WHEREAS, the Census Bureau expects that every one percent decrease in the self-response rate that it has budgeted will increase the cost of the census by \$55 million – a \$10 million increase from its original projected cost of \$45 million.

WHEREAS, the adoption of the citizenship question in Census 2020 would lead to inaccurate data about Latinos and all residents of [jurisdiction], adversely affecting the prosperity and well-being of [jurisdiction];

THEREFORE, Resolved that the [jurisdiction] express its strong opposition to the addition of a citizenship question to Census 2020 by [sending a letter/sending this resolution] to Secretary of Commerce Wilbur Ross, its U.S. Senators, and its U.S. Representative. This [jurisdiction] also calls on these Members of Congress to contact the leadership of the Senate Committee on Homeland Security and Governmental Affairs and the House Committee on Oversight and Government Reform, and urge them to oppose the addition of the citizenship question and conduct oversight hearings examining Secretary Ross' decision.

THEREFORE, Resolved that the [jurisdiction] use all future opportunities in the federal administrative and legislative process to express its opposition to the addition of the citizenship question, and to highlight the adverse impact on the [jurisdiction].



ADDITIONAL RESOURCES

What is the Census? Census 101

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

Que es el Censo? Introducción al Censo

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

Census 2020 – State Fact Sheets

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhsdwQ>

Key Census 2020 Milestones

Prepared By: Funders' Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I've (Almost) Made So You Don't Have To

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2TO5rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2Cw470R>

The Invisible Ones: How Latino Children Are Left Out of Our Nation's Census Count

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

***iHágase Contar!* Campaign Regional Staff Leads**

Prepared By: NALEO Educational Fund

<https://bit.ly/2TVR6HN>