

**Census
2020**

Make Yourself
Count.

Census Timeline and Checklist for Nonprofits

SUMMER 2019:

Learn about the Census
and Plan for 2020

This is the time to start educating your organization and community about the Census. Some actions you can take before the Census are:

- ❑ Use these materials to learn more and education your staff, board and volunteers about the Census. Train your staff to answer basic questions and explain why it is important to participate.
- ❑ Subscribe to Florida Nonprofits' email list to get updates and find out about funding opportunities for census outreach. Subscribe at flnonprofits.org/-----
- ❑ Connect with your local Complete Count Committee
- ❑ Organize! Check to see if any groups you work with are doing census education. If not, suggest that you make it a shared priority.



JANUARY-FEBRUARY 2020:

Show Your Support for the Census

As a trusted member of your community, the Census Bureau needs your help to get out the count and dispel fear surrounding the Census. You can partner in a few ways:

- ❑ Hang the Census posters from this toolkit in your spaces.
- ❑ Consider setting up a way for people to fill out the Census online at your site.
- ❑ Distribute handbills and fact sheets about the Census at meetings, events, and community gatherings to encourage community members to get counted.
- ❑ Encourage trusted staff and community members to make announcements about the Census during the events, meetings, or conversations.
- ❑ Make a public statement about your support for the Census by issuing a press release, letter to the editor, and/or radio announcement.
- ❑ Add Census outreach messages to your online and social media communications.
- ❑ Add the Census handbill to any direct mail you send to your networks.
- ❑ Meet the Partnership Specialist at your local U.S. Census office. Ask them about outreach materials or giveaways.



FEBRUARY-MAY 2020:

Engage the Community

This is the time to encourage people in your community to get counted. Some action steps for your organization include:

- ❑ Start conversations with your clients and other constituents about the importance of getting counted.
- ❑ Plan and host a National Census Day party on April 1, 2020 where you invite folks to your organization to celebrate and complete the Census together.
- ❑ Sponsor or co-sponsor a Census event with your local U.S. Census Office, Complete Count Committee, or community partners.



Learn more at
www.flnonprofits.org/2020Census