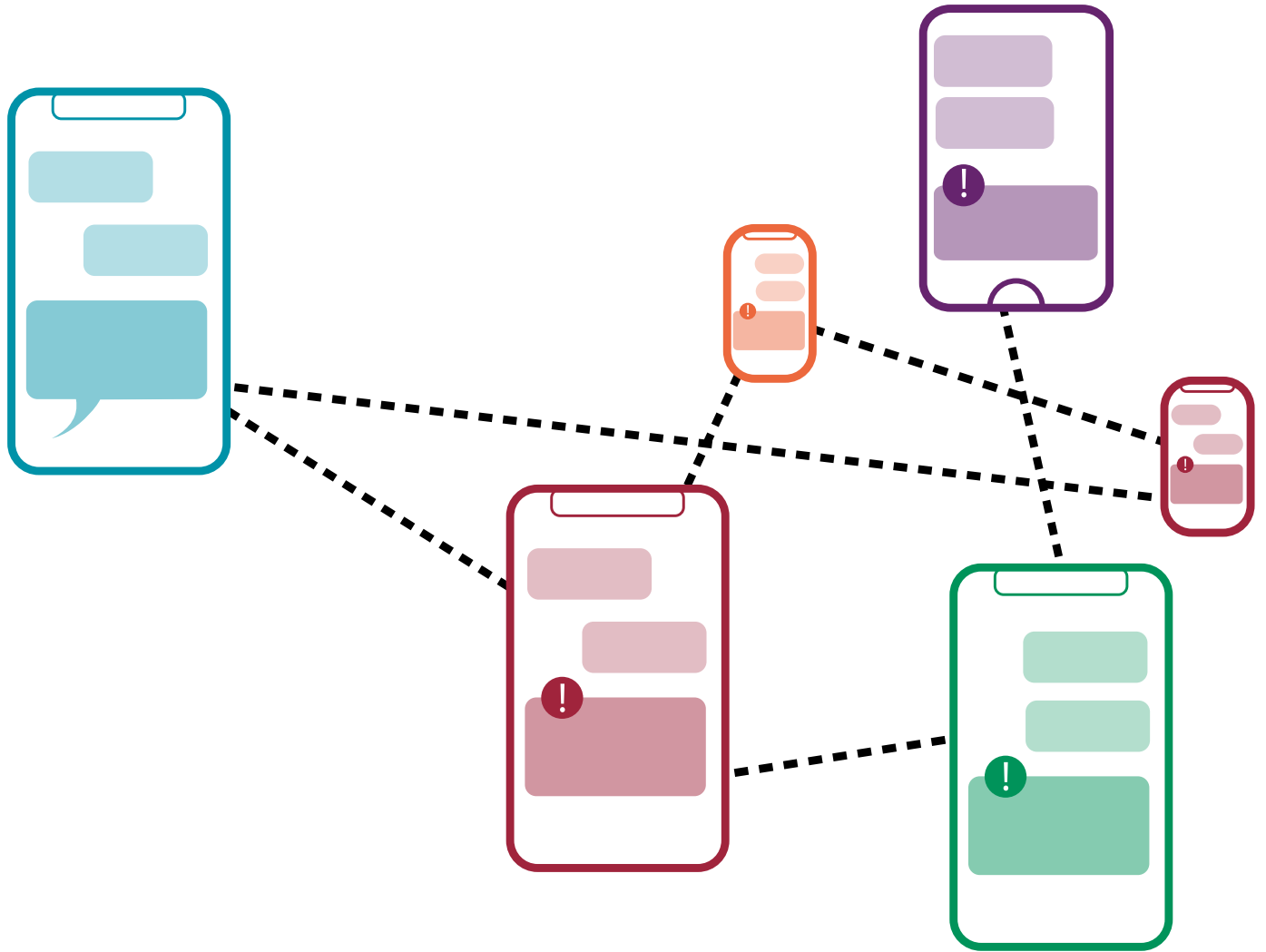


# MEDIA TOOLKIT



# VIRTUAL MESSAGING

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

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# HOW TO USE THIS TOOLKIT

## THE PURPOSE OF THIS TOOLKIT

Due to these challenging times and limited social interaction, we have developed this toolkit for you to safely and productively encourage your community to be counted! We created this virtual toolkit to provide you with an easy way to **copy, paste, and post** Census-related messaging, community challenges, inspirational photos, and links to resourceful information and materials. You can easily copy a message from these pages and expand your community's reach and count.

For more information, always check the Census [Newsroom](#) for the most up to date information regarding the 2020 Census operation.





# SAMPLE MESSAGES

Stuck at home? Use this time to send important messages to your family, friends and community. Copy and paste our sample messages and share by email, text, or social media and see how many people you can reach!

## SAMPLE MESSAGE 1

Now more than ever, we should all respond to the Census online, by phone, or by mail. Responses are kept confidential, and it's easy to respond in 12 non-English languages. The Census count directs federal funding for the next ten years to our community. Visit [www.2020census.gov](http://www.2020census.gov)

## SAMPLE MESSAGE 2

Faith Communities Census Weekend of Action is March 27-29. Let's get our congregation involved and self-respond at [2020Census.gov](http://2020Census.gov)

## SAMPLE MESSAGE 3

To be counted, self-respond online, over the phone or by paper questionnaire and make sure our community receives the funds we need to sustain our programs. It's easy, safe and important! Visit [2020Census.gov](https://2020Census.gov)

## SAMPLE MESSAGE 5

Census data is used to extend billions of dollars in funding for hospitals, school lunch programs, Medicaid and resources that are needed every year, especially in uncertain times like now. Make sure everyone in your home is counted! [FEDERAL FUNDING](#)

## SAMPLE MESSAGE 7

Did you know that federal financial aid, such as Pell grants, are distributed based on Census data? Make sure college students get the federal aid they need for the next decade.

## SAMPLE MESSAGE 4

I am texting you about one of the most positive and easy things you can do from home. It takes just a few minutes to complete the Census at [2020Census.gov](https://2020Census.gov)

## SAMPLE MESSAGE 6

Census data makes sure we receive equal representation in Congress, and fair representation at the local and state levels. Self-respond today! It's important to you, it's important to me. [CONGRESSIONAL REPRESENTATION](#)

## SAMPLE MESSAGE 8

Love your college town? Do your part by counting yourself there on the 2020 Census, even if you are temporarily away due to Covid-19. [Get the facts](#), then check in with your friends to make sure everyone gets counted at [2020census.gov](https://2020census.gov)

## SAMPLE MESSAGE 9

Ahora más que nunca, todos debemos responder al Censo por Internet, por teléfono, o por correo. ¡Las respuestas se mantienen confidencial, es fácil responder en español, y dirige fondos federales para los próximos diez años!

Visite [www.2020census.gov](http://www.2020census.gov)

## SAMPLE MESSAGE 11

Completing your 2020 census is safe. Your personal information is kept confidential and responses are used for statistical purposes only. Let's ensure our community receives the representation and resources we need. Find out more on

[2020census.gov](http://2020census.gov)

## SAMPLE MESSAGE 10

¡Cuando todos respondemos, todos beneficiamos! #2020Census es: Fácil – disponible en español Seguro – respuestas se mantienen privado por ley Importante – dirige miles de millones en fondos federales cada año para los próximos diez años.

Visite [www.2020census.gov](http://www.2020census.gov)

## SAMPLE MESSAGE 12

Fill out your 2020 Census with confidence knowing your personal information will not be shared with any other governmental department at the federal, state or local level. Hundreds of billions of dollars in federal funds are distributed annually based on Census data. Fill out your 2020 Census today – online, by phone, by mail. Visit

[2020census.gov](http://2020census.gov)

## SAMPLE MESSAGE 13

If your college students are home because of Covid-19, they should still be counted “where they usually live and sleep most of the time.” For most students, that means in their college town. [Get the facts](#), then help them respond at [2020census.gov](https://2020census.gov)

## SAMPLE MESSAGE 15

These are tough times for all of us. Help your community receive the federal funding it needs for the next 10 years by taking 10 minutes to complete your [2020 Census](#). Hospitals, schools, roads, transportation and more all receive the federal funding based on Census data. Complete your [2020 Census](#). We’re counting on you!

## SAMPLE MESSAGE 17

The U.S. Census Bureau continues to carefully monitor the coronavirus (Covid-19) situation and follows the guidance of federal, state, and local health authorities. Help us adhere to social-distancing guidelines by responding online to the 2020 Census. Do your part. Stay home. Get counted. [2020census.gov](https://2020census.gov)

## SAMPLE MESSAGE 14

During these difficult and changing times, get all the latest news and announcements about 2020 Census operations and updated timeline straight from our [newsroom](#). Check for daily updates.

## SAMPLE MESSAGE 16

The 2020 Census is underway and the most important thing you can do is respond online, by phone, or by mail when you receive your invitation. Responding now will minimize the need for the Census Bureau to send Census takers out into communities to follow up. Please check the [newsroom](#) for regular updates.

# 2020 CENSUS CHALLENGE

Let's have some fun! Once you complete your 2020 Census questionnaire, challenge your family, friends, co-workers, community members and anyone else to do the same! Copy, post, email, text...



## Challenge 1

I just spent 10 minutes on the 2020 Census. I challenge YOU (@name)! Shape your Future. START HERE. Online, Tablet, Phone. It's Safe, Easy, Important. Keep the #2020CensusChallenge moving and send along!

## Challenge 2

Where does your state, town, or community rank in the race to complete the 2020 census? The 2020 census response rate map is updated every day at 3p et. Check it out, let's see where our community stands in the count! 2020 Census Response Rate Map. #2020CensusChallenge

## Challenge 3

Follow my lead and complete your 2020 Census NOW! I challenge YOU (@name) to Shape your Future by completing your Census. It's Safe, Easy, Important. Keep the #2020CensusChallenge moving and send to a friend!

## Challenge 4

The more of us that fill out the Census, the more money our neighborhoods will get from the government for healthcare, schools, and housing over the next 10 years. Have you completed yours?

[2020census.gov](https://2020census.gov)



## Challenge 5

According to the [2020 Census Response Rate Map](#) we've reached a (xx) % self-response rate. Can we get to (xx) % by April 1? Share the message and tag friends using these hashtags: #2020CensusSelfRespond #2020censusChallenge

## Challenge 6

APRIL 1 ONLY)

No foolin' around... It's Census Day! I challenge YOU (@name) to Shape your Future by completing the [2020 Census](#) NOW. It's Safe, Easy, Important. Keep the #2020CensusChallenge moving. Send to a friend!

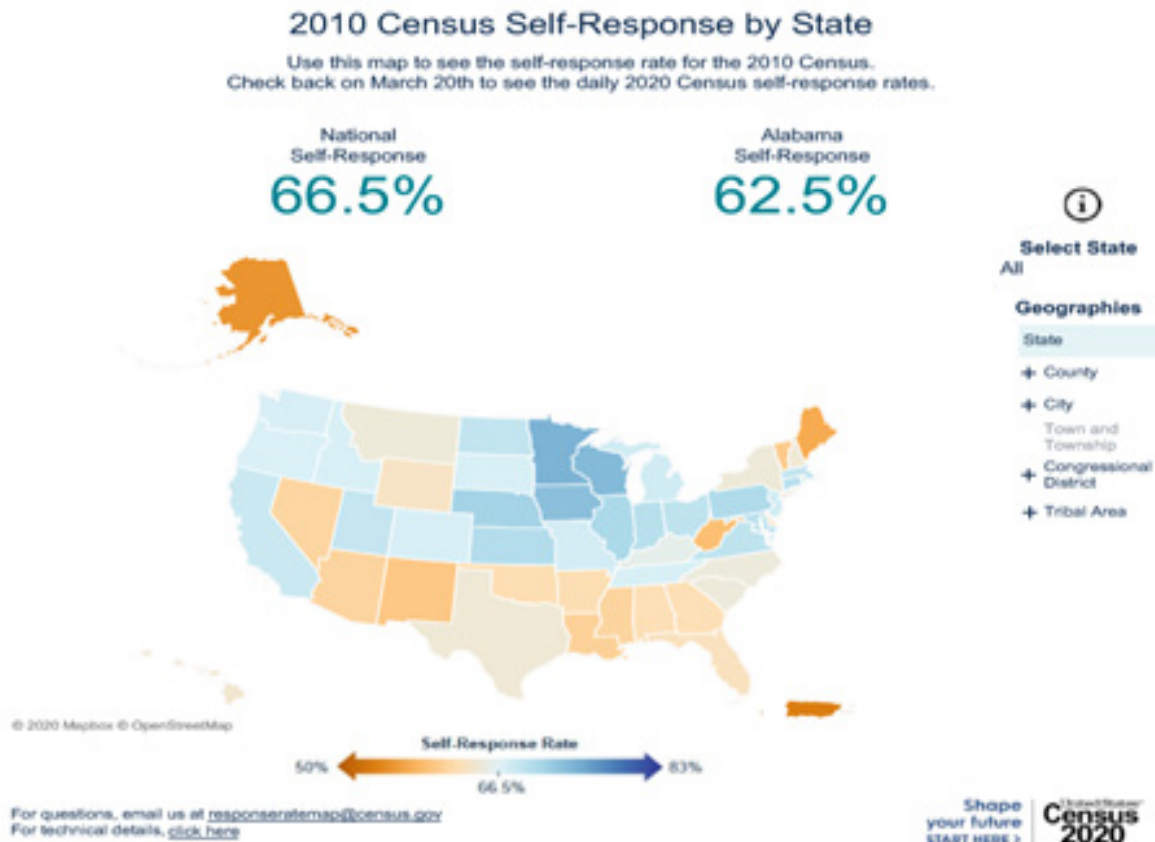
## Challenge 7

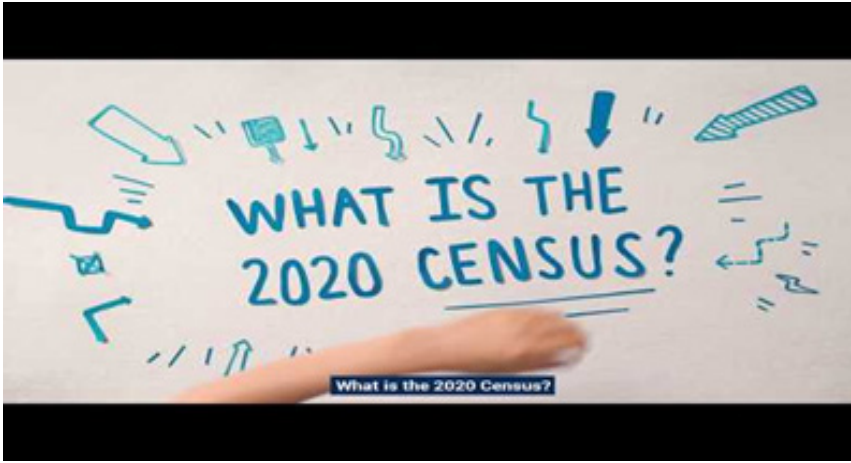
How many times did you call your family today? And how many times did you remind them the 2020 Census is easy, safe and important? #2020CensusChallenge

# 2020 CENSUS RESPONSE RATE MAPPER

For the first time in history, the U.S. Census Bureau will post live self-response rates that will be updated daily at 3 pm ET. This new digital tool may be used to encourage family, friends, and communities to make sure they are counted. Check out the link below and see where your community stands in comparison to others. It's not only informative, it's fun!

Mapper Link: [2020 Census Self Response Map](#)





# VIDEO GRABS

We invite you to copy, paste and post the links to these helpful videos on Facebook, Twitter, Instagram, and any other social media platform. You can find more videos in the [2020 Census PSA Toolkit](#).

The Count (GOTC) Video Challenge There is an exciting new opportunity for those who enjoy a creative challenge: The Get Out The Count (GOTC) Video Challenge is live and a lucky, but talented, winner will pocket a grand prize of up to \$30,000!

GOTC information and rules available [here](#)

GOTC challenge posts available on [challenge.gov](#)



## Who To Count

## Shape Your Future





## Shape Your Future: Community



TRIBAL

SPANISH





WHAT COLLEGE STUDENTS NEED TO KNOW

# GRAPHICS RESOURCES

**DON'T FORGET US, WE COUNT!** Shape your future START HERE > | United States Census 2020

**FIND OUT HOW YOU CAN HELP AT**  
[www.census.gov/schools](http://www.census.gov/schools)



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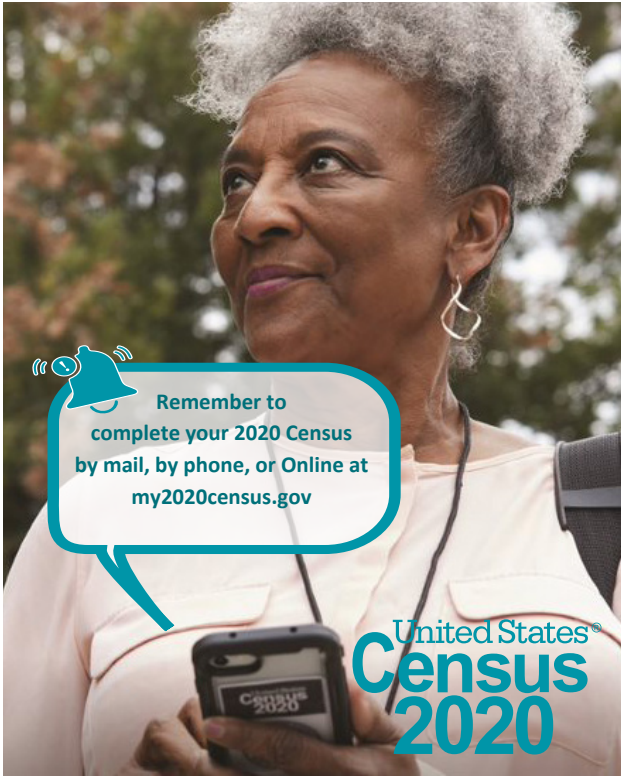
**DON'T FORGET US, WE COUNT!**

**FIND OUT HOW YOU CAN HELP AT**  
[www.census.gov/schools](http://www.census.gov/schools)




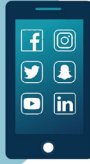

Remember to complete your 2020 Census by mail, by phone, or Online at [my2020census.gov](http://my2020census.gov)

United States Census 2020



**IDEAS THAT COUNT**

**#PatersonCounts 2020  
CENSUS SELFIES**

1.  Record a short (15-30 seconds max) selfie video telling everyone why you pledge to complete your 2020 Census form.
2.  Post your Census Selfie video to your favorite social media network. (Instagram and Facebook tend to work best for this kind of awareness campaign, but you can post to any network: Twitter, Snapchat, LinkedIn, YouTube, etc.)
3.  Challenge your friends and family to make their pledges in their own Census Selfie videos! Everyone who posts a video should tag AT LEAST THREE FRIENDS.
4. Include the hashtag #PatersonCounts in your post!

**MAKE YOUR CENSUS PLEDGE!**



# Other materials available online

Several resources are available to download and print at

[2020Census.gov](https://2020Census.gov):

- General information about the 2020 Census
- Fact sheets on how the U.S. Census Bureau keeps personal information safe and confidential
- Information on how to respond to the 2020 Census
- Materials tailored to specific audiences – Hispanics, immigrants, people experiencing homelessness, and others
- FAQs
- Guides in 59 languages that help people complete the 2020 Census
- Additional ways to support the 2020 Census

To make the 2020 Census accessible to everyone across our diverse nation, we have developed resources in several languages. Online materials that can be used to educate your audience about the 2020 Census and encourage them to respond are available in the following languages:

Arabic	Korean
Chinese - Cantonese	Polish
Chinese - Mandarin	Portuguese
English	Russian
French	Spanish
Haitian Creole	Tagalog
Japanese	

