

Citizens' Committee
for Children of NEW YORK



Get Counted #YouthActionDay2020 Toolkit

Dear Friends and Neighbors,

Thank you so much for joining us on Census Day to make sure that New York gets counted in the 2020 Census. The Get Counted #YouthActionDay2020 Toolkit is your guide on how to participate in Census outreach right from the comfort and safety of your own home. Below, we have outlined steps you can take on social media, via e-mail, and over the phone with texts, calls and videochats.

Let's mobilize together on April 1st 2020!

Use whichever parts of the toolkit you feel most comfortable with. The most important thing is to talk about it with the people in your lives. And don't forget, your household should fill out the Census too. Ask your family if you can complete the Census together. Simply check your mailbox! There will be instructions for filling out the form online or completing it over the phone.

Click here to learn more about the 2020 Census at:

[US Census Bureau](#)
[Every Child Counts NYC](#)

[Click here to fill out your Census form online *right now*](#)

[Click here to see a map of the percentage of households in your neighborhood who have filled out the Census so far](#)

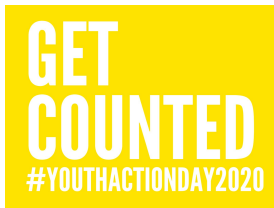
Thanks again for your help in raising awareness about the 2020 Census! If you have any questions about this toolkit, please contact Laura Jankstrom at ljankstrom@cccnewyork.org.

Thank you,

YouthAction NYC

Aiden Hatzimemos, NYC Lab School for Collaborative Studies
Alexandra Tiger, Millennium High School
Amelie Buc, Trinity School
Craig Chen, Stuyvesant High School
Edward Sanchez, Fort Hamilton High School
Elizabeth Bitman, Bard High School Early College

Idalia Tlatelpa, Secondary School for Journalism
Iman Meawad, Susan E. Wagner High School
Karla Meza Morales, Fort Hamilton High School
Kristian Suh, United Nations International School
Mehribon Asadova, James Madison High School
Tuli Hannan, Information Technology High School
Yesenia Gallardo, High School for Public Service



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Section 1: Social Media

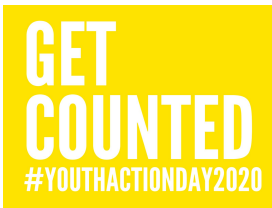
Posting on social media as part of a campaign works best when lots of people post at the same time, using the same hashtags and messages. Each social media platform is unique, so we've included sample posts tailored to each platform below. For some, we have included links to images that you can upload along with your posts. Feel free to simply copy and paste or insert your own messaging! Just remember, only use real facts! NO FAKE NEWS!

Suggested hashtags: #2020Census #YouthActionDay2020 #EveryChildCountsNYC #NYCounts2020

Posting images: Because social media is so visual these days, we have included images for you to use with many of the posts. Simply save the image you want to use to your phone and computer and upload it with the caption provided OR an original caption that you come up with.

Facebook

- Is your community self-responding to the #2020Census? Check out CUNY's Census 2020 Hard to Count Map to view 2020 Self-Response Rates. It will be updated daily and you can search by address to see how your Census tract is doing #YouthActionDay2020 #EveryChildCountsNYC #NYCounts2020 <https://www.censushardtcountmaps2020.us/>
- Watch Alexandria Ocasio-Cortez teach a class the importance of the Census with Lin Manual Miranda as one of the students! If they can, we can! #YouthActionDay2020 #EveryChildCountsNYC #NYCounts2020 https://www.youtube.com/watch?v=BqXO7XQxIQ8&feature=emb_logo
- [Post this image](#)
Did you know that babies count too? We need to count EVERYBODY to make sure our community gets its fair share of funding for important programs and services!
#YouthActionDay2020 #Census2020 #EveryChildCountsNYC #NYCounts2020



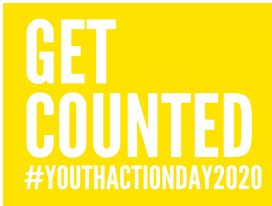
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- [Post this image](#) or [this image](#)
Our partners at @NYCounts2020 launched a meme challenge to get out the count for the #2020Census. Completing the Census is something positive, that we can accomplish in these trying times, that families can do together at home while they practice social distancing. Let's engage people with humor and uplift spirits while we remind our friends and neighbors to #GetCounted! Create your own respectful meme and post using hashtag #CensusMemeChallenge. #YouthActionDay2020
- By April 17th, create a fun, informative, 30 second to 3 minute video for Youtube explaining the benefits of the Census and encouraging others to fill it out. With prizes up to \$30,000. This is an engaging way to spread the word.
<https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge/>

Instagram

- [Post this image](#)
Now more than ever, we should all respond to the #2020Census 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. #YouthActionDay2020 #EveryChildCountsNYC #NYCounts2020
- [Post this image](#)
#2020Census participation will help ensure our communities get their fair share of funding for schools, hospitals, and other education and health programs we need for strong families. #YouthActionDay2020 #EveryChildCounts #NYCounts2020
- [Post this image](#) or [this image](#)
Our partners at @NYCounts2020 launched a meme challenge to get out the count for the #2020Census. Completing the Census is something positive that families can do together at home while they practice social distancing. Let's engage people with humor and uplift spirits while we remind our friends and neighbors to #GetCounted! Create your own respectful meme and post using hashtag #CensusMemeChallenge.
#YouthActionDay2020



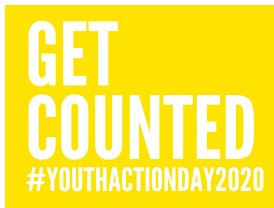
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- [Post this image](#)
We all live in the same city and if we want change we must unite and make that change TOGETHER. Once we complete the #2020Census our communities will be able to grow stronger. Remind everyone in your community that it's time to get counted!
#YouthActionDay2020 #EveryChildCountsNYC #NYCounts2020
 - [Post this image](#)
Our kids are our future. We'd do anything to keep them safe and healthy. Now is the time to make sure our kids count. Big or small, count them all! #2020Census
#EveryChildCounts #NYCounts2020 #YouthActionDay2020
-

Twitter

- To be counted in the #2020Census, 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! #YouthActionDay2020 #EveryChildCounts #NYCounts2020
[Use this image](#) or [Use this image](#)
- Making sure you are counted in the #2020Census now is the easiest way to ensure a Census worker does not knock on your door in the future. #Complete your Census now at my2020census.gov #YouthActionDay2020 #EveryChildCounts #NYCounts2020
[Use this image](#)
- Residents can self-respond to the #2020Census online at my2020census.gov or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
#YouthActionDay2020 #EveryChildCounts #NYCounts2020
[Use this image](#)



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- You could create an exciting and creative 30 seconds to 3 minute YouTube video about the #2020Census and WIN A PRIZE up to \$30,000. For more info visit:
<https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge/>
- Our partners at @NYCounts2020 launched a meme challenge to get out the count for the #2020Census. Engage people with humor and uplift spirits while we remind them to #GetCounted! Create your own respectful meme and post using hashtag #CensusMemeChallenge. #YouthActionDay2020
[Post this image](#) or [this image](#)

Section 2: E-mail

We know everyone is stuck at home and not going out with friends or neighbors, but we all can still encourage the people in our lives to fill out their Census forms. The best part is, we can reach out to people via email and they can fill their Census forms out online or by phone. No one needs to leave their home!

Send the sample e-mail below to your friends and family, encouraging them to get counted in the 2020 Census!

SAMPLE E-MAIL

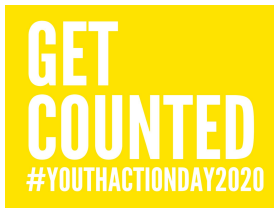
Subject: Get Counted! Join us on #YouthActionDay2020

Body:

Dear friends and neighbors,

Today is Census Day and I am doing everything I can to get out the count in New York!

The US Census Bureau has mailed instructions to all households for completing the 2020 Census from the comfort and safety of home. If you haven't already, go check your mailbox to learn about the different ways to get counted! Or, simply go to my2020census.gov to get started!



Why does the Census matter?

When someone fill out the census, they help:

- Determine how many seats your state gets in Congress.
- Guide how more than \$675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads, and hospitals.
- Population information is critical for emergency response in the wake of disasters such as that of the coronavirus.

How Can You Take Action Today?

- Complete your 2020 Census today if you haven't already. There are three ways you can complete your Census:
 1. Online at my2020census.gov.
 2. Via Phone by Calling 844-330-2020
 3. Submit Your Paper Form By Mail (paper forms are sent to homes by April 16th)
- 2. Call or text three relatives, friends, or neighbors to remind them to complete their Census.
- 3. To learn more about the 2020 Census and the resources available to you, visit [CCC's Every Child Counts NYC campaign page](#).

I hope you will join me today in the effort to Get Counted YouthAction Day2020!

Sincerely,
[Your name]

Section 3: Texts, Phone Calls, and Video Chat

Perhaps one of the most obvious ways to spread the word about the 2020 Census is to bring it up in your everyday interactions. Since everyone is socially isolated these days, many of us are replacing in-person interactions with text messages, phone calls, and video chats.

Use the sample texts below or create your own. Send to everyone in your contacts list!

We also included some language for you to use during phone calls and video chats.



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Make it personal: Of course, making it personal usually works better, so be creative. Think about how the Census affects you and your community, and think about what your friends and family care most about. Research has shown that letting people know how counting everyone will ensure that our communities get their fair share of funding for the next ten years is a good way to convince them to fill out the Census. It only takes ten minutes to answer the 10 questions and will have such an impact on our lives!

Text Your Friends, Family, and Neighbors

- I am texting you about one of the most positive and easy things your family can do from home. Please respond to the 2020 Census! The US Census is a count that happens every ten years of every person living in the United States. If we don't count everyone in our community, we won't get our fair share of funding for things like schools, hospitals, child care, and so many services our communities need. You can fill it out at www.my2020census.gov!
- You can complete the census online, by mail, or via phone. If for some reason you don't use one of these methods to complete it, eventually a Census worker will knock on your door to help you complete the form. The easiest way to prevent a Census worker from knocking on your door is to complete the Census yourself RIGHT NOW. It only takes about 10 minutes and you can fill it out at www.my2020census.gov!
- An accurate Census count will ensure the proper disbursement of funds to all communities. This means enough materials for schools, community centers, and every essential hub that our community relies on. If you haven't already, check your mailbox for instructions on how to respond online or over the phone!
- Every person missed in the 2020 Census means our community loses money. We all have to do our part to get our piece of the pie. This count only happens every ten year and there won't be any do overs for another decade, so we have to get it right! Fill it out at www.my2020census.gov!
- Please make sure to complete your census form and make your community proud. Immigrants count, too, documented or not. Stay up and let everyone know that you count! It will ensure your community has the resources they need to thrive. Check your mailbox for instructions on how to respond online or over the phone in 13 different languages!



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Call and Video Chat With Your Friends, Family, and Neighbors

Hey there! I'm just checking in to ask if you got your census invitation in the mail? Did you know that completing the Census is one of the most positive and easy things your family can do from home. The US Census is a count that happens every ten years of every person living in the United States. If we don't count everyone in our community, we won't get our fair share of funding for things like schools, hospitals, child care, and so many services our communities need. Think of every person missed from the count as thousands of dollars lost.

You can complete the census online, by mail, or via phone. If for some reason you don't use one of these methods to complete it, eventually a Census worker will knock on your door to help you complete the form. The easiest way to prevent a Census worker from knocking on your door is to complete the Census yourself RIGHT NOW. It only takes about 10 minutes and you can fill it out at www.my2020census.gov!

Don't worry! Filling out the Census is safe for everyone. The Census Bureau will never ask you for your social security number or immigration status! It won't ask about your employment or income. By law, census responses can't be used against you by any government agency or court in ANY way. Census workers can't share your information with law enforcement agencies or even your landlord. Any attempt to violate this law comes with harsh penalties.

And don't forget to count babies and children! Every single person counts - big or small, count them all!

We all need to do our part to ensure our community gets counted!! Thank you for doing your part and I'll talk to you real soon.