

# 2020 Census Ambassador Toolkit

## IMMIGRANT LEADERS

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This toolkit includes helpful information and materials that will help you spread the word about the upcoming Census! Inside you will find:

- ✓ Talking Points & Key Facts
- ✓ Checklist: How You Can Help
- ✓ Logo & Email Signature
- ✓ One-sheet Flyer
- ✓ Sample Copy of Census Questions
- ✓ Social Media Kit
- ✓ Sample Census Pitch



# 2020 Census Ambassador Talking Points Immigrant Leaders

## Why Does the Census Matter?

**When we are short-counted, we are short-changed.** Census data is used to decide how much funding our region receives for hospitals, schools, roads, health insurance, public works, and so much more – our quality of life is at stake if we are undercounted.

**Our voices matter.** Census data is used to decide the number of representatives in Congress. New Yorkers deserve to be fully and accurately represented in our government, and an undercount would undermine our voices and representation.

**Completing the Census is simple and safe.** There are just a few short questions on the Census questionnaire that can be answered in 10 minutes or less, either online, by phone, or by mail. If you choose to answer by phone, you can speak with someone in one of 13 languages. Your information is protected by Title XIII, which means that the Census Bureau cannot share your information with anyone – not even other branches of the government. If a Census worker shares your information, they will face severe fines and even jail time.

**We will live with the consequences of these questions for the next 10 years.** We only have one chance to get this right. The funding levels and Congressional seats that are set in the 2020 Census cannot be changed until 2030. This is our only opportunity to set Long Island on the right course for the decade ahead.

**Every single person counts.** The Census can be a tool for empowerment and bringing our communities together. It is a bipartisan issue – everyone benefits when everyone is counted. By completing the Census, we can all contribute to a brighter future for our region.



# 2020 Census Ambassador Talking Points Immigrant Leaders

## Why Should You Get Involved?

**The Census is about empowerment and advancing equality.** Given the increased distrust of the government in many immigrant communities, we face a severe challenge in ensuring that everyone is fairly and accurately represented in the Census. The Census is an opportunity to stand up for your community and show that every Long Island community deserves to be counted and deserves to receive the ten years of federal funding and Congressional representation that are decided using Census data.

**The Census directly affects Long Island's prosperity.** Census data affects childcare funding, public transit funding, infrastructure, road repair, public health insurance, WIC, and disaster response funding. This is our chance to secure a sustainable future for our home.

**The Census affects many components of the American Dream.** Completing the Census is something that you can do to ensure a brighter future for your family and your children. The Census directly affects school funding, infrastructure, representation and much more - all of the building blocks of our shared American Dream.

**It is safe to complete the Census.** It is against the law for any information collected through the Census to be shared with anybody. Your information is protected by Title XIII of the US Code, which means that your information cannot be shared with anyone, including other branches of government. This has been tested through the Supreme Court and cannot be changed by Executive Order.



# 2020 Census Ambassador Checklist

## Immigrant Leaders

### What Can You Do To Help?

- Familiarize yourself with the ways the Census impacts our immigrant communities on Long Island, as well as the protections provided by Title XIII.
- Incorporate the Census into your remarks at meetings, and events.
- Include the Long Island CCC's logo with link to the "Pledge to be Counted" in your email signature. HWCLI created an online pledge where Long Islanders can show their commitment to the Census and sign up to receive email reminders as the Census approaches. Share this pledge to get out the word!
- Post social media graphics on your various social media platforms.
- Include Census materials at back-to-school events and holiday drives.
- Identify key leaders from within the community and empower them with information about the importance of a complete count in their neighborhood.
- Provide Census information at celebrations of international holidays and festivals
- Reach out to MWBEs and Chambers of Commerce to provide Census flyers, brochures and materials that can be shared with community members and customers
- Collaborate with your local school district leadership to share Census information with parents, teachers, students, and staff. Reach out to providers of ESL classes to display and share information about the Census with students and community members.



# 2020 Census Ambassador Toolkit

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**Logo:**



**Long Island  
2020 Census**



**E-Mail Signature:**



**Long Island  
2020 Census**

**Long Island Counts!**

I have taken the pledge to count in the 2020 Census. Join me!  
[Click here to pledge to be counted and find out more about the 2020 Census](#)



**Long Island  
Censo 2020**

**Long Island Cuenta**

Me he comprometido a contar en el censo de 2020. ¡Únete a mi!  
[Haga clic aquí para comprometerse a contar y obtener más información sobre el Censo de 2020](#)



**Long Island  
Resansman 2020**

**Tout moun konte nan Long Island!**

Mwen pran angajman pou mwen konte nan resansman 2020 lan. Patisipé avèk mwen!  
[Klike la pou ou pran engajman pou ou ka konte epi pou ou jwenn plis enfòmasyon sou resansman 2020](#)



## WHAT IS THE CENSUS?

The U.S. Constitution mandates a decennial census to count every person residing in the country. The census is designed and carried out by the U.S. Census Bureau and takes place starting in March 2020 and continues through August. The census can be completed:



ONLINE



BY PHONE



BY MAIL

## WHY IS IT IMPORTANT?

- An undercount of Long Island's population could result in a funding loss for schools, infrastructure, health care services, and economic development.

- In addition, with just a 0.6% undercount, New York stands to lose two congressional representatives, putting our fair share of representation and our voices at risk.

## WHAT IS THE IMPACT ON LONG ISLAND?



MORE THAN **\$675 BILLION** EACH YEAR IS DISSEMINATED BASED ON CENSUS DATA



THAT MONEY GETS ALLOCATED FOR:



Hospitals,



Schools,



Roads,



Health Insurance, Public Programs, so much more.  
(Like WIC & SNAP)



&

## WHAT WE ARE DOING:

The Health & Welfare Council of Long Island (HWCLI), in partnership with both Nassau and Suffolk County Executives and the Long Island Community Foundation, formed the Nassau & Suffolk Complete Count Committees. These committees are comprised of nonprofit, government, public and private sector partners serving on subcommittees addressing areas such as business, communications, early childhood, education, faith-based communities, immigrant communities, local government, people of color, and senior citizens. Together, we are working to ensure that every Long Islander knows about the Census and the importance of a complete count.

## HOW YOU CAN HELP:

- **Join the Complete Count Committees!**

- There is room for everyone at the table- use the contact info below to sign up for a subcommittee!

- **Apply for a job with the U.S. Census Bureau!**

- Census jobs pay between \$17 to \$23.50 an hour and have flexible hours. To learn more please visit:  
<http://census.gov/jobs>

- **Take the Pledge & Become a Census Ambassador!**

- Help us spread the word by taking a pledge to complete the Census and encouraging others to do the same!

- **Complete the Census in April 2020!**



## ¿QUÉ ES EL CENSO?

La Constitución de Estados Unidos manda que se realice un censo cada diez años para contar cada persona que reside en el país. El censo está diseñado y ejecutado por el Bureau de Censo de Estados Unidos y comenzará en marzo del 2020 y continuará hasta agosto. El censo puede completarse:



ONLINE



BY PHONE



BY MAIL

## ¿POR QUÉ ES IMPORTANTE?

- Un conteo bajo de la población de Long Island puede resultar en una pérdida de fondos para escuelas, infraestructura, servicios de salud y desarrollo económico.

- Adicionalmente, con solo un 0.6% de un bajo conteo, New York perdería dos representantes al congreso, poniendo nuestra justa cuota de representantes y nuestras voces en riesgo.

## ¿CUÁL SERÍA EL IMPACTO EN LONG ISLAND?



CADA AÑO, **\$675 BILLONES** SON ENTREGADOS BASADOS EN LOS DATOS DEL CENSO. 

ESTE DINERO SE ASIGNA PARA:



Hospitales,



Escuelas,



Carreteras, Seguros de Salud, Programas Pùblicos, (como WIC y SNAP)



&

mucho más

## ¿QUÉ ESTAMOS HACIENDO?

El Health & Welfare Council of Long Island (HWCLI) en asociación con los ejecutivos del condado de Suffolk y Nassau y la "Long Island Community Foundation", formaron los Comités para un Conteo Completo de Nassau y Suffolk. Estos comités están compuestos por organizaciones sin fines de lucro, gobierno, socios del sector público y privado, quienes sirven en subcomités que abordan áreas tales como: negocios, comunicaciones, primera infancia, educación, comunidades de fe, comunidades inmigrantes, gobierno local, gente de color, adultos mayores. Juntos estamos trabajando para asegurarnos que cada persona que vive en Nueva York sepa sobre el censo y la importancia de un conteo completo.

## ¿CÓMO PUEDE USTED AYUDAR?

- *Participe en los Comités de Conteo Completo!*
- Hay espacio para todos en la mesa. Use la información de contacto que aparece abajo para inscribirse en un subcomité
- *Aplique para un trabajo con el Bureau del Censo!*
- Los trabajos con el censo pagan entre \$17 a \$23.50 la hora y tiene horas flexibles. Para aprender más por favor visite <http://census.gov/jobs>
- *Haga la promesa & conviértase en un embajador del censo!*
- Ayude a correr la voz haciendo la promesa de completar el censo y animando a otros a hacer lo mismo.
- *Complete el censo en abril del 2020!*

# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

**In addition to your address,**

**The 2020 Census Will Ask About Your Household:**

**The number of people  
in the household on April 1.**

Include everyone in your home, even if they are not related to you. The census counts all people in the U.S., including small children, non-citizens, renters – everyone. A second question asks if any additional people were staying in the household on Apr 1.

**Do you own or rent your home?**

**Telephone number**

This will only be used if needed for official Census Bureau business

**The 2020 Census Will Ask About the People Who Live in  
Your Household:**

**Name, sex, age, and date of birth of each person in the household, and whether they  
usually live or stay somewhere else.**

**Relationship to the person filling out the form**

**Race**

You can choose one or more races. If you identify as multiracial, you can check the box or boxes for your racial groups and write in additional detail about your racial background(Example: Check box “Black,” write in “African American” and check box for “Chinese.”). Not all racial groups are listed as check box options. If your racial group is not listed, you can write in additional detail about your racial background.

**Hispanic origin**

Hispanic origin is considered an ethnicity, not a race. You can mark that you are not of Hispanic origin, or mark that you are Hispanic and note your ethnic origin.

Source: <https://www.countusin2020.org/resources>



# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
*We will only contact you if needed for official Census Bureau business.*

Telephone Number  
 -  -

[Form number removed]

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

What is Person 1's name? Print name below.

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years      Month  Day  Year of birth   
Print numbers in boxes.

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ↗

**9. What is Person 1's race?**  
Mark  one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ↗
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ↗
- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow-Inupiat Traditional Government, Nome Eskimo Community, etc. ↗
- Chinese  Vietnamese  Native Hawaiian  
 Filipino  Korean  Samoan  
 Asian Indian  Japanese  Chamorro
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ↗
- Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ↗
- Some other race – Print race or origin. ↗

# 2020 Census Ambassador Toolkit

## CENSUS QUESTIONS

<b>1. Print name of Person 2</b>		<b>MI</b>
First Name _____		
Last Name(s) _____		
<b>2. Does this person usually live or stay somewhere else?</b>		
Mark <input checked="" type="checkbox"/> all that apply.		
<input type="checkbox"/> No <input type="checkbox"/> Yes, for college <input type="checkbox"/> Yes, for a military assignment <input type="checkbox"/> Yes, for a job or business <input type="checkbox"/> Yes, in a nursing home <input type="checkbox"/> Yes, with a parent or other relative <input type="checkbox"/> Yes, at a seasonal or second residence <input type="checkbox"/> Yes, in a jail or prison <input type="checkbox"/> Yes, for another reason		
<b>3. How is this person related to Person 1? Mark <input checked="" type="checkbox"/> ONE box.</b>		
<input type="checkbox"/> Opposite-sex husband/wife/spouse <input type="checkbox"/> Father or mother <input type="checkbox"/> Opposite-sex unmarried partner <input type="checkbox"/> Grandchild <input type="checkbox"/> Same-sex husband/wife/spouse <input type="checkbox"/> Parent-in-law <input type="checkbox"/> Same-sex unmarried partner <input type="checkbox"/> Son-in-law or daughter-in-law <input type="checkbox"/> Biological son or daughter <input type="checkbox"/> Other relative <input type="checkbox"/> Adopted son or daughter <input type="checkbox"/> Roommate or housemate <input type="checkbox"/> Stepson or stepdaughter <input type="checkbox"/> Foster child <input type="checkbox"/> Brother or sister <input type="checkbox"/> Other nonrelative		
<b>4. What is this person's sex? Mark <input checked="" type="checkbox"/> ONE box</b>		
<input type="checkbox"/> Male <input type="checkbox"/> Female		
<b>5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.</b>		
<i>Print numbers in boxes.</i> Age on April 1, 2020      Month      Day      Year of birth _____ years      _____      _____      _____		
<b>→ NOTE:</b> Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.		
<b>6. Is this person of Hispanic, Latino, or Spanish origin?</b>		
<input type="checkbox"/> No, not of Hispanic, Latino, or Spanish origin <input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano <input type="checkbox"/> Yes, Puerto Rican <input type="checkbox"/> Yes, Cuban <input type="checkbox"/> Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.		
<b>7. What is this person's race?</b>		
Mark <input checked="" type="checkbox"/> one or more boxes AND print origins.		
<input type="checkbox"/> White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.		
<input type="checkbox"/> Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.		
<input type="checkbox"/> American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.		
<input type="checkbox"/> Chinese <input type="checkbox"/> Vietnamese <input type="checkbox"/> Native Hawaiian <input type="checkbox"/> Filipino <input type="checkbox"/> Korean <input type="checkbox"/> Samoan <input type="checkbox"/> Asian Indian <input type="checkbox"/> Japanese <input type="checkbox"/> Chamorro <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.		
<input type="checkbox"/> Some other race – Print race or origin.		

# 2020 Census Ambassador Toolkit

## IMMIGRANT LEADERS

### Sample Social Media Posts:

- Your dream begins here. Completing the Census is something you can do to help build a brighter future for your children.  
#LongIslandCounts #Census2020 #CuentaConmigo
- This is your voice- and your right. You count. Be counted in the 2020 Census. #LongIslandCounts #Census2020 #CuentaConmigo
- Filling out the Census is the single most important thing you can do for your family. 10 years of funding for our schools, hospitals, and roads depend on the Census! #2020Census #CuentaConmigo
- Make sure we are represented! The 2020 Census distributes seats in Congress and hundreds of billions of dollars. Don't let our community miss out! #Census2020 #LongIslandCounts
- Did you know? All information provided to the Census is protected by law and can not be shared with anyone. You count, be counted! #Census2020 #CountMeIn
- No importa de dónde venga. Esta es su casa. Asegúrese de ser contado en el Censo 2020. #CuentaConmigo
- #YoCuento porque quiero la mejor educación para mis hijos.  
#Census2020 #HagaseContar

#LongIslandCounts  
#CountWithMe  
#CuentaConmigo  
#CountMeInLI  
#LICounts



#ICountLI  
#Census2020  
#WhyicountLI  
#[Town Name]Counts  
#MyFamilyCountsLI

# 2020 Census Ambassador Toolkit

## IMMIGRANT LEADERS

### Sample Social Media Graphics:

NUESTRAS  
VOCES  
IMPORAN



Los neoyorquinos merecen ser representados de manera completa y precisa en nuestro gobierno, y un conteo insuficiente socavaría nuestras voces.



#CuentaConnmigo  
#WhyICountLI

CADA PERSONA CUENTA

El Censo puede ser una herramienta para empoderar y unir nuestras comunidades.

Al completar el Censo, todos podemos contribuir a un futuro más brillante para nuestra región.



#WHYICOUNTLI  
#CUENTACONMIGO

Completar  
el censo  
es simple y seguro.



Tu información está totalmente protegida y no se puede compartir con nadie, ni siquiera con otras ramas del gobierno.

Si un trabajador del Censo comparte su información, se enfrentará con multas severas e incluso penas de cárcel.



#WHYICOUNTLI  
#CUENTACONMIGO

Resansman an se yon pwogram ki pa konplike, li pa gen ankenn danje.



Enfòmasyon'w pwoteje, yo pap pataje'l ak òganizasyon nan gouvenman an.

Si yon travayè resansman an pataje enfòmasyon'w avek lòt moun, yap fè yo peye amann epi yo kapab ale nan prizon.



#WHYICOUNTLI  
#LONGISLANDCOUNTS

# Sample Census Pitch

The following paragraph can be used in newsletters, emails, social media posts, or any other communication medium as a brief summary of why the Census matters and we should all be invested in a Complete Count in 2020.

*The 2020 Census is our one chance to ensure that Long Island gets its fair share of funding, resources, and elected representation for years to come.*

*Census data affects much more than we often realize - everything from school funding to class size to resources for road repair, from where businesses choose to locate to even the number of representatives we have in Congress. Even though the Census influences so many aspects of our day to day lives and things we may take for granted, many people do not know just how important filling out the Census questionnaire truly is.*

*The stakes for our region couldn't be higher. It is up to us to stand together to ensure that Long Island is fairly and fully represented in the 2020 Census. Make sure to fill out the 2020 Census and do everything you can to share the word about this important civic duty!*



# References

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