

HELP YW BOSTON REACH A COMPLETE COUNT

1 WHAT IS THE CENSUS?

The Census is an official count or survey of a population. Every ten years, the United States counts the total of its populations, including each state, Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands.

2 WHAT INFORMATION DOES THE CENSUS GATHER?

The census gathers demographic information and looks to determine the number of people in a household, their race, and age. *There is no citizenship question on the 2020 Census.*

3 WHY IS PARTICIPATION IMPORTANT? WHAT WILL CENSUS INFORMATION BE USED FOR?

Policy makers use Census data to create voting districts, allocate funds, and make decisions about future investments in our towns, cities, and states.

4 HOW CAN I FILL OUT THE CENSUS?

Due to COVID-19, the public is strongly encouraged to respond online. Options for responding by phone or mail are also available. *The Census self-response deadline has been extended to October 31, 2020.*

CENSUS RESOURCES

YWCA RESOURCES

- YW Boston's blog post launching its work to support the census, "[Help us reach a complete count: Participate in the 2020 Census](#)"
- YWCA USA's census website [Y Women Count](#), including the [YWCA Census Toolkit](#) and the [We All Count! Podcast](#)

GENERAL INFORMATION

- See a [preview](#) of the census questions, with explanations about why they are asked
- The Census Bureau's [Community Outreach Toolkit](#), including the why the census is important and how to plan your census actions
- The Census Bureau's [guide](#) to filling out the paper questionnaire
- The Massachusetts Office of the Secretary of State's [website](#) includes MA-specific information, including how state census data is used and posters targeting specific populations
- The Massachusetts Nonprofit Network has collected [resources](#) helping nonprofits support the census, including a webinar on action planning

LANGUAGE RESOURCES

- [Phone numbers](#) to fill out the Census in 14 different languages
- [Video tutorials](#) on how to fill out the Census in 50 different languages
- [Lawyers for Civil Rights](#)'s resources are in five different languages, including a hotline and shareable palm cards

RESOURCES FOR SPECIFIC POPULATIONS

- The National Education Association's [toolkit and resources](#) focuses on increasing the count of youth, a historically undercounted population
- The Massachusetts Office of the Secretary of State's [website](#) includes MA-specific information, including how state census data is used and posters targeting specific populations
- [Census Counts](#) has resources for a number of historically undercounted populations, including resources for different communities of color, people with disabilities, and LGBTQ+ populations
- The National Council of Aging held a [webinar](#) including information about reaching older adults

RESOURCES TO SHARE - PRINT AND SOCIAL MEDIA

- The Census Bureau's [Community Outreach Toolkit](#), including printable stickers
- The National Education Association's [toolkit](#) includes social media graphics and printable posters
- Some of our favorite easy resources to share include:
 - [This Census 101 flyer](#)
 - [Stand Up! Be Counted! poster](#)
 - [We Count! youth poster](#)
 - [A graphic with 14 phone numbers in different languages](#)
 - [You count! Everyone counts! palmcard](#)