



# **DIGITAL COMMUNICATIONS AND OUTREACH TOOLKIT**

## **Ensuring an Accurate Count of Latinos in Census 2020 Amid COVID-19 Situation**

A bilingual toolkit for *¡Hágase Contar!* partners to engage community members about the importance of self-responding to Census 2020 during the COVID-19 situation

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# INTRODUCTION

NALEO Educational Fund believes a strong democracy is necessary for a nation to meet serious challenges, and the Census is the foundation of our democracy. NALEO Educational Fund remains firmly committed to doing our part to ensure a full and accurate count of Latinos and all populations in the country. As we work on behalf of the well-being of our community, like so many of you, we are also adapting to the current coronavirus (COVID-19) situation so that we can adhere to public health guidelines while fulfilling our mission.

During these extraordinary times, our work is as critical as ever. Maintaining our presence and efforts throughout our communities is a vital part of the unity that is needed to endure through this crisis. Census data are critical to ensuring our communities receive the resources needed to support healthcare, education, and nutrition programs. Given the current COVID-19 climate, we can all appreciate how important these services are to our community.

As we monitor the COVID-19 situation, we are ready to adapt and adjust as needed. To move forward, we strongly recommend we transition to digital and earned media engagement strategies that will allow our organization and partners to continue to train and provide critical information to our community members, stakeholders, and elected and appointed officials.

Our organization and our national and local Census partners remain strong, capable and determined to seize the moment of the 2020 Census. The unfolding public health crisis has challenged us, however, we know that our communities are resilient and so is our commitment to democracy.

Together, with your help, we will press forward and persevere toward a full and accurate count of Latinos and all population groups.

# MESSAGING AND TALKING POINTS

## ENGLISH

- Self-responding to the Census is the easiest way to make sure you are counted amid the COVID-19 situation.
- Self-response is quick, easy, and can be done online, by phone, or by mail.
- Making sure you are counted now is the easiest way to ensure an enumerator does not knock on your door in the future.
- As we face this public health crisis, participating in the Census now helps secure future funding for our communities.
- Emergencies like the COVID-19 pandemic are precisely why the government needs accurate Census data.
- Census 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.
- Residents can self-respond to the Census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
- Households do not need an ID code to respond to the Census online or by phone.
- Taking action by self-responding to the Census is critical given that the U.S. Census Bureau is suspending all field operations until April 1.
- If you have any questions about participating in the Census, please call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m.–8:30 p.m. ET to get additional information.

## MESSAGING AND TALKING POINTS

### ENGLISH (CONTINUED)

- As the situation is rapidly evolving and changing, this will require the Census Bureau to make unexpected and ongoing operational shifts. Read the agency's recent statement on current modifications [here](#).
- To stay up to date on additional changes please subscribe to our SMS rapid response efforts by texting CENSUS to 97779.
- The census is the foundation of our democracy, fortifying the strength our society requires to meet such extraordinary moments as the one we face today. Accurately understanding our population helps us rise to the occasion in moments like these.
- Public health experts, government officials, and first responders all rely on population data to make critical decisions in crises like the one we are currently experiencing.
- In light of the COVID-19 situation, the Census Bureau has extended the self-response period through August 14.
- Responding to the census is a way for residents to do their part in maintaining the functionality of our government and society, as population data will be pertinent during our recovery from this public health crisis.

## MESSAGING AND TALKING POINTS (CONTINUED)

### SPANISH

- Auto-responder al censo es la manera más fácil de asegurar que será contado dada la situación con el virus COVID-19.
- Auto-responder al censo es rápido, fácil, y lo puede hacer por web, teléfono, o por correo.
- La mejor manera de asegurarse que un trabajador del censo NO toque su puerta es responder lo más pronto posible por web, teléfono, o por correo.
- Su participación en el censo ayuda en asegurar que nuestras comunidades reciban los recursos necesarios para enfrentar necesidades como las que estamos pasando actualmente.
- La pandemia de COVID-19 demuestra precisamente porque el gobierno necesita los datos del censo.
- Participar en el censo contribuye a que nuestras comunidades reciban los recursos necesarios para las escuelas, hospitales, y otros programas de educación y salud. Estos servicios son críticos para asegurar que nuestras familias sigan saludables y fuertes.
- Las personas pueden auto-responder al censo por web al visitar el sitio <https://my2020census.gov/> o por teléfono en inglés llamando al 844-330-2020 o en español al 844-468-2020.
- Los hogares no necesitan un código de identificación (ID code) para responder al censo por web o por teléfono.
- Auto responder al censo en línea, por web, o por teléfono será extremadamente crítico ya que la Oficina del Censo suspenderá todas operaciones de campo hasta el 1º de abril.
- Si tiene alguna pregunta sobre como participar en el censo, llame al Fondo Educativo NALEO al 877-EL-CENSO (877-352-3676) – lunes a viernes de 8:30 a.m.–8:30 p.m. tiempo este para obtener más información.

## MESSAGING AND TALKING POINTS

### SPANISH (CONTINUED)

- Ya que la situación con el COVID-19 esta cambiando constantemente, la Oficina del Censo tendra que seguir ajustando sus planes. Lea la declaracion mas reciente de la Oficina del Censo sobre los cambios que han hecho hasta este momento [aquí](#).
- Mantengase al tanto con todos los cambio al censo al suscribirse por texto a nuestra campaña. Envíe un texto con la palabra CENSO al 97779.
- El censo es la base de nuestra democracia, fortaleciendo la fuerza que nuestra sociedad requiere para afrontar momentos extraordinarios como los que enfrentamos hoy. Entender con precisión nuestra población nos ayuda a estar en la altura de momentos como estos.
- Los expertos de salud pública, funcionarios gubernamentales, y primeros socorristas dependen de los datos de población para tomar decisiones críticas en crisis como la que estamos experimentando actualmente.
- Ante la situación de COVID-19, the Oficina del Censo a extendio el período de auto-responder hasta el 14 de agosto.
- Responder al censo es una forma en que los residentes pueden hacer su parte para mantener la funcionalidad de nuestro gobierno y la sociedad ya que los datos de la población serán pertinentes durante nuestra recuperación de esta crisis de salud publica.



# COMMUNICATIONS ACCOUNTS

We encourage all partners to use the NALEO Educational Fund Census campaign hashtag – **#HagaseContar** and **#2020Census** – across their social media accounts.

NALEO Educational Fund will track tweets and Instagram posts using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive as we work to educate the Latino community about the importance of self-response during this critical time.

A selection of sample social media posts and graphics that partners can utilize to engage community members during the COVID-19 situation is available in the resources section of this toolkit.

## WEBSITE

[www.hagasecontar.org](http://www.hagasecontar.org)

At [www.hagasecontar.org](http://www.hagasecontar.org), partners and organizations can access an array of tools and resources in English and Spanish, including fact sheets, timely updates, and communications and promotional materials.

## FACEBOOK

**@NALEO.ORG**

[www.facebook.com/naleo.org](http://www.facebook.com/naleo.org)

NALEO Educational Fund's Facebook page engages users by making them aware of timely Census news, including developments around COVID-19. Make sure to promote this page, ask your supporters to join, and share your Facebook Live events.

## TWITTER

**@NALEO**

[www.twitter.com/naleo](http://www.twitter.com/naleo)

NALEO Educational Fund's Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, and more. During the COVID-19 situation, the platform will promote the importance of self-response in Census 2020.

## INSTAGRAM

**@NALEOEDFUND**

[www.instagram.com/naleoedfund](http://www.instagram.com/naleoedfund)

NALEO Educational Fund will share graphics and photos of people, organizations, and elected and appointed officials who participate in our Census outreach digital campaign using the #HagaseContar hashtag in their Instagram posts.

## TEXT MESSAGING AND HOTLINE

Text "CENSUS" to 97779 to stay updated on all campaign happenings and call our toll-free bilingual hotline at 877-EL-CENSO to get all of your Census-related questions answered.



# TAKE ACTION

## Social Media

With much of our outreach work shifting to the online and digital space, our presence on social media platforms is critical. We need your help in spreading the word about the importance of self-responding to Census 2020.

You can take action by posting or tweeting about how community members can participate in Census 2020 online, by phone, or via mail using the #HagaseContar hashtag and one of our COVID-19-focused graphics.

We have included sample social media post language and graphics for your use in the partner resources section of this document.

## Community Outreach

During this time of uncertainty, it is vital to reassure the community-at-large that our organizations stand ready to continue our work to ensure every Latino is counted in Census 2020.

By sending an e-blast (sample language included in partner resources) to partners and stakeholders about Census 2020 amid the COVID-19 situation, you can do your part to educate community members about the various options they have to self-respond. Participating in Census 2020 by going online or directly calling the Bureau is the best way for individuals to ensure an enumerator does not knock on their doors.

## Online and Telephonic Events

Like most organizations across the country, we have shifted our work in the field from in-person convenings to digital and telephonic engagement strategies. Now, more than ever, we know how important it is to continue to provide timely information to our networks and trainings to our partners, stakeholders, and elected and appointed officials.

You can help keep your community safe and mobilized by shifting your previously scheduled town halls, roundtables, press conferences, and trainings to an online or telephonic format. There are various tools that can be utilized for this change, including Zoom, Skype, Facebook Live, Instagram, and more. Additional guidance on digital convenings can be found [here](#).

## TAKE ACTION (CONTINUED)

### Engage Local Media

If you or a partner organization has a good relationship with local press in your community, especially Spanish-language radio and television, you can reach out to let them know that you are available to serve as a resource for timely and accurate information regarding Census 2020 amid the COVID-19 situation.

During this time, our primary goal is to encourage the Latino community to self-respond to Census 2020. By providing information regarding how households can self-respond now, you can help ensure that press in your area are reporting factual information and educating the community about the importance of Census 2020. Additionally, you can also ask that television and radio stations record in-kind public service announcements (PSAs) that encourage the community to make themselves count online, by phone, or by mail.

Sample PSA scripts in both English and Spanish are available in the partner resources section of this toolkit.

# TOOLS FOR PARTNERS

## Sample Social Media Post #1

### ENGLISH



 **DOWNLOAD**

Do your part to prevent the spread of #COVID19! Wash your hands for at least 20 seconds. 🧼

Also, don't forget to respond to the census from home! ✅

Online 🖥️  
<https://my2020census.gov/>

By phone 📞  
1-844-330-2020

Or by mail, if you received the paper form. ✉️  
#HagaseContar

### SPANISH



 **DOWNLOAD**

Haga su parte para evitar la propagación de #COVID19! Lávese las manos durante 20 segundos. 🧼

Además, no se olvide de responder al censo. ✅ Conteste

Por internet 🖥️  
<https://my2020census.gov>

Por teléfono 📞  
1-844-468-2020

O por correo si recibió el formulario. ✉️  
#HagaseContar

## Sample Social Media Post #2

### ENGLISH



**DOWNLOAD**

Now that you're staying home practicing social distancing, why not fill out the census?

You can complete the census from home via

Online   
<https://my2020census.gov/>

By phone   
 1-844-330-2020

Or by mail, if you received the paper form.

#HagaseContar #COVID19

### SPANISH



**DOWNLOAD**

Ahora que estás en casa practicando el distanciamiento social, ¿por qué no llenar el censo?

Puede completar el censo desde casa

Por internet   
[https://my2020census.gov](https://my2020census.gov/)

Por teléfono   
 1-844-468-2020

O por correo si recibió el formulario.

#HagaseContar #COVID19

## Sample Social Media Post #3

### ENGLISH



DOWNLOAD

Choose your binge 📺 and fill out #Census2020! ✅

Filling out the census from home is easy! Complete it during a @netflix break via

Online 🖥️

<https://my2020census.gov/>

By phone 📞

1-844-330-2020

Or by mail, if you received the paper form. ✉️

#HagaseContar #COVID19

### SPANISH



DOWNLOAD

¡Elija su serie 📺 y llene el #Censo2020! ✅

Llenar el censo desde casa es fácil! Completelo durante una pausa de @netflix

Por internet 🖥️

[https://my2020census.gov](https://my2020census.gov/)

Por teléfono 📞

1-844-468-2020

O por correo si recibió el formulario. ✉️

#HagaseContar #COVID19



## ENGLISH

# Sample Email to Supporters and Stakeholders

Dear Partners:

As we face this unprecedented public health crisis together, we remain steadfast in our resolve to ensure every Latino in the country is counted during the 2020 Census. Emergencies like the coronavirus (COVID-19) pandemic shine a spotlight on the importance of accurate census data, which determine funding for schools, hospitals, housing, nutrition and health programs in our communities.

Self-responding to the Census is the easiest way to make sure you are safely counted amid this crisis, as it can be done online, over the phone, or by mail. Making sure you are counted now ensures you do not receive an in-person visit from an enumerator down the line. **This act is even more important given that the Census Bureau is suspending all field operations until April 1.**

Residents can easily and safely self-respond to the census online at <https://my2020census.gov> or over the phone in English by dialing 844-330-2020 or Spanish at 844-468-2020. Households do not need an ID code to respond to the Census online or by phone.

If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m. – 8:30 p.m. ET to get additional information.

We remain ready to serve as a trusted resource for our partners and community during this extraordinary public health crisis. For the sake of the present and future of our communities, COVID-19 will not deter our efforts to make sure that all Latinos are fully counted.

In Solidarity,  
(INSERT ORGANIZATION NAME)

## SPANISH

# Sample Email to Supporters and Stakeholders

Estimados compañeros:

Al enfrentar este momento de crisis de salud pública, juntos mantenemos nuestra resolución de asegurar que todos los latinos en nuestro país sean contados en el Censo 2020. Emergencias como esta que enfrentamos con la pandemia del coronavirus (COVID-19) muestran la importancia de tener datos precisos del censo que determinan fondos para las escuelas, los hospitales, viviendas, y programas de nutrición y salud en nuestra comunidad.

El auto-responder al censo es la manera mas fácil de asegurar que será contado frente a esta crisis. Puede participar en el censo por internet, por teléfono, o por correo. Al hacerse contar ahora asegura que no recibirá una visita en persona de un trabajador del censo más tarde. **Esto será de suma importancia ya que la Oficina del Censo anunció la suspensión de toda operación de campo hasta el 1° de abril.**

Todas las personas pueden responder al censo por si mismas de manera fácil y segura. Para hacerlo por internet visite el sitio <https://my2020census.gov>, o llame por telefono en ingles al 844-330-2020 o en español al 844-468-2020. Los hogares no necesitan un código de identificación (ID code) para responder al censo por internet o por teléfono.

Si tiene alguna pregunta sobre como participar en el censo, llame al Fondo Educativo NALEO al 877-EL-CENSO (877-352-3676) – lunes a viernes de 8:30 a.m.–8:30 p.m. tiempo este para obtener más información.

Estamos listos para servir como una fuente de recursos confiables para nuestros compañeros y comunidad durante estos momentos extraordinarios de crisis de salud pública. COVID-19 no nos puede desalentar a asegurar que todos los latinos cuenten en este censo. El presente y futuro de nuestra comunidad esta en nuestras manos.

En solidaridad,  
(INSERT ORGANIZATION NAME)



## Sample Public Service Announcement (PSA) Scripts

Our presence is more important than ever as we continue to ensure that all Latinos are counted in Census 2020.

The following public service announcement (PSA) scripts are designed to help spread awareness of the importance of Census data and draw attention to the convenience and ease of self-responding from home during this time. You can deliver scripts to TV and radio stations, and ask that they record and incorporate the messages during public service air-time.

To offer more flexibility, we have provided 15, 30, and 60-second scripts in English and Spanish which include our direct asks for individuals to self-respond.

### ENGLISH

#### **:15 SECONDS**

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

FILLING OUT THE QUESTIONNAIRE IS EASY AND SAFE. YOU CAN RESPOND ONLINE, BY PHONE, OR BY MAIL. IT INCLUDES BASIC QUESTIONS, AND WON'T ASK ABOUT CITIZENSHIP.

FOR MORE INFORMATION, CALL 8-7-7-EL-CENSO.

#### **:30 SECONDS**

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

CENSUS DATA HELPS OUR LEADERS TAKE ACTION IN MOMENTS LIKE THESE.

THE QUESTIONNAIRE IS EASY AND SAFE. YOU CAN RESPOND ONLINE, BY PHONE, OR BY MAIL. IT INCLUDES BASIC QUESTIONS AND WON'T ASK ABOUT CITIZENSHIP. RESPOND NOW TO AVOID A HOME VISIT.

STAND UP AND GET COUNTED IN CENSUS 2020! COMPLETE THE CENSUS NOW BY CALLING 8-4-4-3-3-0-20-20.

#### **:60 SECONDS**

RESPONDING TO THE CENSUS IS MORE CRITICAL THAN EVER.

CENSUS DATA HELPS OUR LEADERS TAKE ACTION IN MOMENTS LIKE THESE.

THE QUESTIONNAIRE INCLUDES BASIC QUESTIONS ABOUT EACH PERSON IN THE HOME AND DOES NOT ASK ABOUT LEGAL STATUS OR CITIZENSHIP. RESPOND ONLINE, BY TELEPHONE, OR BY MAIL. YOUR INFORMATION WILL BE KEPT SAFE.

STAND UP AND GET COUNTED IN CENSUS 2020! RESPOND NOW AND AVOID THE NEED FOR A HOME VISIT. TO COMPLETE THE CENSUS BY PHONE, CALL 8-4-4-3-3-0-20-20.





# Guiones para anuncio de servicio público (PSA, por sus siglas en inglés)

## SPANISH

### **:15 SEGUNDOS**

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LLENAR EL CUESTONARIO ES FACIL Y SEGURO. CONTESTE POR INTERNET, POR TELEFONO, O POR CORREO. INCLUYE PREGUNTAS BASICAS Y NO PREGUNTA SOBRE CIUDADANIA.

PARA MAS INFORMACION, LLAME AL 8-7-7-EL-CENSO.

### **:30 SEGUNDOS**

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LOS DATOS DEL CENSO AYUDAN A NUESTROS LIDERES A RESPONDER EN MOMENTOS DE IMPORTANCIA COMO HOY.

EL CUESTONARIO ES FACIL Y SEGURO. CONTESTE POR WEB, POR TELEFONO, O POR CORREO. INCLUYE PREGUNTAS BASICAS SOBRE CADA PERSONA Y NO PREGUNTA SOBRE CIUDADANIA. CONTESTE AHORA PARA EVITAR UNA VISITA A SU HOGAR.

¡HAGASE CONTAR PORQUE AQUÍ VIVIMOS Y AQUÍ DEBEMOS SER CONTADOS!

COMPLETE EL CENSO AHORA LLAMANDO AL 8-4-4-4-6-8-20-20.

### **:60 SEGUNDOS**

COMPLETAR EL CENSO ES MAS CRITICO QUE NUNCA.

LOS DATOS DEL CENSO AYUDAN A NUESTROS LIDERES A RESPONDER EN MOMENTOS DE IMPORTANCIA COMO HOY.

EL FORMULARIO INCLUYE PREGUNTAS BASICAS SOBRE CADA PERSONA EN EL HOGAR Y NO PREGUNTA SOBRE ESTATUS MIGRATORIO O CIUDADANIA. CONTESTE POR WEB, POR TELEFONO, O POR CORREO. ADEMÁS SU INFORMACION ESTARÁ SEGURA.

CONTESTE AHORA Y EVITE LA NECESIDAD DE UNA VISITA A SU HOGAR. PARA COMPLETAR EL CENSO POR TELEFONO, LLAME A 8-4-4-4-6-8-20-20.

## Research-Tested Posters

Below you will find links to posters in both English and Spanish that can be used for outreach purposes. Note that these posters were developed through message testing conducted as part of NALEO Educational Fund focus groups and research (this research was conducted before the current public health crisis).

### OPTION 1 - RALLY SIGN

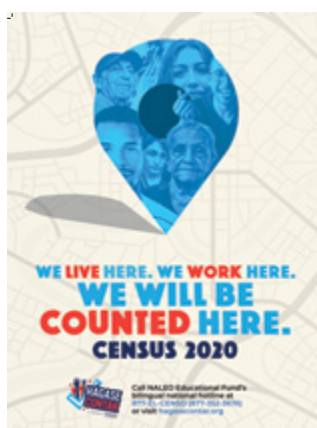


[DOWNLOAD](#)



[DOWNLOAD](#)

### OPTION 2 - MAP PIN



[DOWNLOAD](#)



[DOWNLOAD](#)

### OPTION 3 - FAMILY

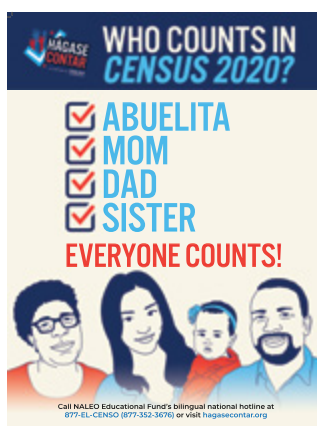


[DOWNLOAD](#)



[DOWNLOAD](#)

### OPTION 4 - MULTIRACIAL FAMILY



[DOWNLOAD](#)



[DOWNLOAD](#)

# ADDITIONAL RESOURCES

## Considerations and Resources to Plan Remote and Digital Outreach

Prepared By: Census Counts (with additions from NALEO Educational Fund)



## Three Module Census Ambassador Online Training

Prepared By: NALEO Educational Fund

**Module 1:**  
Census 101



**Module 2:**  
Census 2.0 (Operations)



**Module 3:**  
Census Ambassador (Form Review)



## 2019 Messaging Research – National Latino Poll and Focus Groups

Prepared By: NALEO Educational Fund

**English**



**Spanish**



## Race and Hispanic Origin Question Guidance

Prepared By: NALEO Educational Fund



## U.S. Census Bureau Statement on COVID-19 and Census 2020

Prepared By: U.S. Census Bureau



## ADDITIONAL RESOURCES (CONTINUED)

### NALEO Educational Fund Statement on COVID-19 and Census 2020

Prepared By: NALEO Educational Fund



### 2020 Census Mailings Press Kit

Prepared By: U.S. Census Bureau



### Self-Response Tracker Maps

Prepared by CUNY

Prepared by ROAM



### Resources to Ensure to Full Count of All Kids

Prepared By: Count All Kids Committee



### Digital Organizing Trends and Topics

Prepared By: Census Counts Campaign

