



## NEWS RELEASE

**For Immediate Release**  
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### **NALEO Educational Fund Engaging Latino Community Nationwide in Lead Up to National Census Day**

*Organization provided a variety of tools for partners and stakeholders to mobilize Latinos as the 2020 Census continues amid distinct challenges*

**WASHINGTON, D.C.** – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released a statement from CEO Arturo Vargas on Census Day, as well as an array of tools and media assets created in the days and weeks leading up April 1:

“Our organization has worked tirelessly to create and deliver meaningful tools, educational materials, and media assets so that our partners and networks are better equipped in their efforts to make sure everyone is counted in the 2020 Census.

“We also want to thank all of our Spanish-language media partners, and in particular, our friends at Comcast NBCUniversal Telemundo for their dedication to getting out the count through their *Hazte Contar* (Get Counted) civic engagement campaign, and their elevation of our organization as a trusted partner in disseminating information around the census, particularly during these uncertain times.

“While every census has faced different circumstances and challenges, its constitutional obligation is steadfast. With the coronavirus (COVID-19) situation unfolding during critical census operations, it is incumbent on the federal government and organizations like ours to adapt and adjust to our current realities and do everything in our power to promote the fairness and accuracy of the decennial count.

“As the second-largest population group in the United States, 2020 serves as a critical moment for Latinos. Our community has been an integral part of the American fabric for generations. A full and accurate census recognizes our presence in this country through the fair allocation of resources and political representation. As the Census Bureau works to see that all residents are counted, organizations like ours are working in partnership to support that mission.”

In the lead up to Census Day, NALEO Educational Fund has produced a variety of content and educational tools to promote census participation, inform community partners on how to get out the count, and educate the public on the rapidly changing census landscape.

## **NALEO Educational Fund Census 2020 Digital Content and Education**

- **All Kids Need to Be Counted**
  - As a part of our *iHazme Contar!* campaign, we unveiled digital ads in [English](#) and [Spanish](#) to help make sure all children are counted in the 2020 Census.
- **The Present is Latina**
  - Through our *iHágase Contar!* campaign, we rolled out a suite of content in partnership with [Luz Collective](#), including a [social media toolkit](#), and two digital ads focusing on [generations of Latinas](#) and the [influence Latinas wield](#) as trusted messengers within their families.
- **Census Ambassador Training**
  - As a part of our efforts to ensure more effective collaboration with our partners and local leaders, we created a three-module Census Ambassador online training course to provide the best information on how our partners can successfully get out the count.
    - [Module 1: Census 101](#)
    - [Module 2: Census 2.0 \(Operations\)](#)
    - [Module 3: Census Ambassador \(Form Review\)](#)
- **COVID-19 Response Page**
  - We created a [response page](#) to keep our members, partners, and sponsors informed on our organization's adaptations to the COVID-19 situation and how it affects our operations going forward.
- **Digital Communications Toolkit for Census 2020 Amid COVID-19**
  - In response to the rapidly-changing COVID-19 situation, we created a comprehensive [digital communications toolkit](#) to help ensure an accurate count of Latinos amid the pandemic.
- **Media Telebriefing on Census 2020 amid COVID-19**
  - With the changing census landscape amid the COVID-19 situation, our CEO Arturo Vargas delivered a [telephonic press briefing](#) to media on how our organization is adapting to the current situation and what our role will continue to look like.
- **2019 Messaging Research**
  - In partnership with Latino Decisions, we conducted [research](#) on the most effective messaging to encourage Latino participation in the census. Results can be found [here](#).
- **Hub of Census 2020 Resources**
  - In an effort to provide our partners, members, sponsors, media, and the general public with a comprehensive list of resources on the 2020 Census, we have assembled a [digital hub](#) for references and information.
- **Other Information**
  - To help promote effective outreach amid COVID-19, our organization developed a guide to [remote and digital outreach](#).
  - As the many residents have encountered confusion around census questions, particularly the race and Hispanic origin questions, we created a [guide to the questionnaire](#) for Latino respondents.

*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.*

*Individuals with questions about the census 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.*

*Partners can stay up to date on tools to continue to get out the count in Latino communities by visiting [www.hagasecontar.org/resources](http://www.hagasecontar.org/resources), texting CENSUS to 97779, or by subscribing to our e-mail list [here](#).*

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**About NALEO Educational Fund**

*NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.*