



WE ALL COUNT!

SUPPORT THE 2020 CENSUS

WHY ARE NONPROFITS KEY TO A FAIR AND ACCURATE COUNT?

Location: Nonprofits are densely located in traditionally undercounted areas.

Access: Nonprofits have everyday contact with communities most at risk of being undercounted. Without inventing a new program, nonprofits can provide basic information to the thousands who pass through their doors on how and why to participate in the census.

Trust: Nonprofits have trusting relationships with the communities they serve and can act as powerful vehicles for education about the importance of census participation. When the message to be counted comes from a trusted entity, people are more likely to participate.

Multilingual: Nonprofits connect to a range of constituencies and cultures. Most nonprofits serving communities who speak languages other than English can provide access to census education materials in their communities' languages.

Visibility: Nonprofits are out in the community at events, meetings and everywhere people live, work, and play.

A Vested Interest: Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representation, and physical and social infrastructure impacted by the census count.

WHAT WILL YOU DO TO MAKE SURE THAT EVERYONE IS COUNTED?

SEE BELOW FOR 10 SUGGESTED ACTIVITIES FOR GETTING OUT THE COUNT

Complete 3 of the activities listed below – or any others you choose, and return the completed form (also available on our website) by July 20, 2020 to be entered in the raffle draw for a \$1,000.00 grant!

For more information on the role of nonprofit organizations in the 2020 census, visit nonprofitvote.org



NONPROFIT ORGANIZATION CENSUS ACTIVITIES FORM

ORGANIZATION NAME _____

CONTACT _____

1. Educate yourself and your coworkers about the census and why it matters to those you serve

DATE/DESCRIPTION

2. Develop and share awareness materials to promote the census in your work.

DATE/DESCRIPTION

3. Add the awareness materials and targeted messaging to your website.

DATE/DESCRIPTION

4. Advertise U.S Census Bureau job opportunities.

DATE/DESCRIPTION

5. Promote the importance of the census at meetings with other agencies, Non Profit organizations and community leaders.

DATE/DESCRIPTION

6. Co-sponsor a virtual community event on the census.

DATE/DESCRIPTION

7. Promote the census in e-communications/social media.

DATE/DESCRIPTION

8. Incorporate the census in all ongoing outreach, services, and advocacy.

DATE/DESCRIPTION

9. Distribute printed census materials to your clients.

DATE/DESCRIPTION

10. Provide computers and phones for people to use when completing the census, observing NM Safe Promise Guidelines.

DATE/DESCRIPTION
