

## COUNT ME IN - ENSURING A COMPLETE COUNT

# The 2020 Census and Nonprofits

**Why It Matters:** Results of the U.S. 2020 Census will influence individuals, communities, governments, for-profit entities, and nonprofit organizations throughout the next decade. Data obtained will inform decision makers in all sectors and lead to allocation of political power and financial resources.

The annual allocation of \$900 billion in federal funds for state and local governments and nonprofits hinges on the decennial data. Key programs that receive funding specifically from federal grants include the National School Lunch program, Supplemental Nutrition Program for Women, Infants and Children (WIC), Supplemental Nutrition Assistance Program (SNAP), Children's Health Insurance Program (CHIP), Medicaid, Child Care and Development Block Grant (CCDBG), Head Start and Early Head Start.

**People served by nonprofits are often undercounted:** The census has historically missed certain communities. Communities of color, low-income households, immigrants, and young children are missed at disproportionately high rates. Being undercounted deprives these communities of equal political representation as well as private and public resources.

**Unique challenges in 2020:** The 2020 Census is an internet-first model, meaning that most households will not receive a form in the mail but instead will receive a mailing that provides directions to either go online or call the Census Bureau to complete the form. With the new model, there are fewer regional and local Census Bureau offices. Trust in government has also declined, making it more important than ever for nonprofits to help!

**Nonprofits are well-positioned to promote the census:** 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. 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.



# Ways nonprofits can help promote the census

- Educate your staff and volunteers. Read Census Bureau fact sheets.
- Train your staff to answer basic questions about the census and know where to send people for help.
- Put the census on the agenda of your next staff or board meeting.
- Develop messages to connect the census to your work.
- Include census information in your e-newsletter, website, and other organizational communications.
- Promote census job opportunities.
- Hang a poster in your lobby.
- Make informational flyers available.
- Have your intake specialist ask clients if they have completed their census.
- Remind clients to complete the census during home visits, classes and trainings.
- Sign up as an “Assistance Site” to provide a computer at your location for clients to use to complete their census form.

The Johnson County Complete Count Committee, a diverse group of community stakeholders, is working in partnership with the U.S. Census Bureau, state of Kansas and Mid-America Regional Council to educate and motivate people to complete the census. We need your help to ensure that everyone living in Johnson County is counted. Training, downloadable materials, web content, and Facebook/Twitter posts will be available in early 2020.

## Indicate your interest to learn more

**Sign up online:** [www.countmeinjoco.org/our-partners](http://www.countmeinjoco.org/our-partners) (look for Organization Commitment link)

**By email:** [info@countmeinjoco.org](mailto:info@countmeinjoco.org)

## Additional Resources

Count Me In JoCo: [countmeinjoco.org](http://countmeinjoco.org)

U.S. Census Bureau: [www.census.gov](http://www.census.gov)

Nonprofits Count: [www.nonprofitvote.org/nonprofitscount](http://www.nonprofitvote.org/nonprofitscount)

