Census 2020
Communications Toolkit

#ILCountMeIn2020
**Census Basics**

**What is the Census?**

Every 10 years the U.S. Census Bureau counts everyone living in the United States. In the U.S. Constitution, the 14th amendment states that every person should be counted, whether or not they are a citizen.

Most importantly, the Census information helps make sure the government knows how many people live in different areas all across the country. It also affects the resources our communities get.

**What does the Census look like? What questions are on it?**

Go [HERE](https://www.census.gov) to see a sample questionnaire from the U.S. Census Bureau.

**Messaging Tip:**

To avoid an enumerator (census taker) from coming to your door, fill out the census completely.

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**When is the Census available to fill out?**

Illinoisans can fill out the 2020 Census online beginning in March 2020. There are three ways to fill out the Census: phone, mail, online.
What's at stake

The Census count affects money that states get from the government. Without a fair and accurate Census count, many programs like Medicaid and Head Start as well as important needs like roads and bridges might be affected.

More examples include:

**Education**: Title 1 grants to local education agencies and federal free lunch programs

**Employment**: The Department of Labor’s Work Incentive Grant Program which support labor force participation by persons with disabilities) and Opportunity Zones Program

**Health Care**: state Medicaid & Medicare funds; the Children’s Health Insurance Program (CHIP), Rural Health Clinic Program, National Health Service Corps and NURSE Corps

**Housing**: Low Income Housing Tax Credit; USDA’s Very Low to Moderate Income Housing Loans Program, HUD’s Community Development Block Grants/Entitlement Grants Program (allocates funds to metropolitan cities and urban counties on the basis of population size, extent of poverty, extent of overcrowding, growth lag, and age of housing share), Housing Choice Voucher Program, HUBZones, Opportunity Zones Program, and various housing assistance programs

**Lower income programs**: Medicaid, SNAP & the federal free lunch program, CHIP, Community Development Block Grant Program, Low Income Home Energy Assistance Program, and most HUD and housing programs

**Business**: USDA’s Business and Industry Loans Program, which assists businesses and individuals obtaining loans from other sources

**There's more**...If we don’t have a full count, even more is at risk in 2020: Illinois could lose a 2nd Congressional seat.

If everyone isn’t counted, *gerrymandering*, or how districts get divided in a way that favors one party over another, could be even worse in all levels of government in Illinois.
2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept private.

**Your Census responses are safe and secured.**

By law, the Census Bureau must protect any personal information they collect and keep it strictly confidential. In fact, every Census Bureau employee takes an oath to protect your personal information for life. They can only use the information to show facts about communities.

**By law, your responses cannot be used against you.**

By law, your census responses cannot be used against you by any government agency or court in any way. No other offices can access your Census information, including U.S. Immigrant and Customs Enforcement (ICE).

You can find fact sheets regarding the 2020 Census and Confidentiality on the [ILCountMeIn2020.org](http://ILCountMeIn2020.org) website.
Illinois Census Efforts

There have been several funding opportunities to support Hard to Count communities in Illinois:

In June 2019, the State budget, signed by Governor Pritzker, set aside $29 million for 2020 Census community outreach, which is being distributed by the Illinois Department of Human Services.

The Illinois Secretary of State gave out $1.5 million in 2018 for census outreach and private foundations also gave out $1.65 million to support additional outreach efforts.

Talking Points

- Everyone will be affected if we don’t get a complete and accurate count in Illinois — communities across the state— from Chicago to Cairo and everywhere in between. The lost congressional representation and federal funding will affect everyone. An undercount anywhere hurts Illinois everywhere.

- Money will be lost in Illinois, an estimated $1400 for every person that does not fill out the census (statewide estimate based on 2010 pop. numbers)

- Illinois could lose at least $1.2B in federal funding over the next decade with just a one percent undercount (120,000 people missed)

- Illinois’ State government supports Census outreach: Gov. J.B. Pritzker and the Illinois General Assembly appropriated $29 million dollars for 2020 Census outreach to make sure that community organizations and local governments can reach hard-to-count populations within their own communities

- **What are Hard to Count Communities (HTCs)?**
  Every Census there are always communities that are more at risk of not getting counted than others. From communities of color and to young children and extreme rural areas, we need to make sure we use Illinois-specific messages to point to when it comes to these communities at risk.

- The national organizations working on the Census have already provided a huge amount of information about HTCs. For more talking points on specific HTC Communities, go [HERE](#).

Press Outreach Materials and Media List

For IL Count Me In 2020 press materials, samples, and media list, go [HERE](#).
Branding

Count me in Logo hex colors codes:
Purple-Blue: #453cf0
Light Blue: #47c8ff
White (pure white): #ffffff
Red alt: #ff5a54

#ILCountMeIn2020

Sample Social Media Posts:

- Every year, $800 billion is up for grabs. Who needs what and who gets what? The Census determines it - and that’s why it’s so important we pledge to both take the Census AND protect it. Let’s get counted in Illinois! #ILCountMeIn2020

- We need an accurate Census in 2020! Without it, Illinois could lose money for schools, roads, and transportation for millions of low-income and rural households, immigrant communities, people of color and young children. That is why we’re proud to be a part of the #ILCountMeIn2020 coalition! [Insert Graphic]

- Without a full and accurate count in the #2020Census, we can’t draw #fairmaps. To reflect and represent the diversity of Illinois, we need to set aside politics and get everyone counted. There’s too much at stake. #ILCountMeIn2020

Twitter storm 6 month mark: Tuesday, Oct. 1st at 12pm - 1:30pm

IL Count Me In 2020 Coalition uses hashtags and images to flood twitter with Census

- We will not allow our families, friends, and neighbors to be erased during the 2020 Census. Participating in the Census is shows our collective power! Take the pledge to get counted http://ilcountmein2020.org/pledge/#ILCountMeIn2020 [Insert Graphic]

- Less than 6 months until Census Day 2020! Make sure Illinois is counted. Take the pledge to get counted: http://ilcountmein2020.org/pledge/#ILCountMeIn2020 [Insert Graphic]

- Census 2020 is an opportunity to show the wide diversity of Illinois and the nation. Take the pledge to get Illinois counted: http://ilcountmein2020.org/pledge/#ILCountMeIn2020 [Insert Graphic]

Logos and Avatars:
Graphics and Templates #ILCountMeIn2020

Pledge Card

Please email Yoselyn Ovalle, directly, to share the original files for you to customize.

Poster

How the 2020 Census impacts you

Date Time Location

Spanish Version
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1, 2020</td>
<td>U.S. Census Bureau begins Census count in Alaska &amp; Native Communities</td>
</tr>
<tr>
<td>March - April 2020</td>
<td>2020 Census is officially available to fill out. Multiple reminders will be sent throughout.</td>
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<tr>
<td>March 17, 2020</td>
<td>Illinois Presidential Primary Election</td>
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<tr>
<td>April 1, 2020</td>
<td>Census Day 2020</td>
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<tr>
<td>May - July 2020</td>
<td>Census Bureau to conduct non-response follow-up. Enumerators will be knocking doors.</td>
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<tr>
<td>June - September 2020</td>
<td>Post-Enumeration coverage</td>
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<tr>
<td>November 3, 2020</td>
<td>Presidential Election</td>
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<tr>
<td>December 31, 2020</td>
<td>Census Bureau reports state population totals to President for apportionment</td>
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