Countdown to #2020Census Communications Toolkit 2.0

#ILCountMeIn2020
What is the Census?

Every 10 years, the U.S. Census Bureau counts everyone in the U.S. How does the Census help our communities?

💰 The Census helps determine which communities get money for important resources like schools, hospitals, and roads.

🏛 The Census affects how much representation (and voice!) Illinois has in Congress.

📣 It's our right to be counted in the Census — the Constitution, the law of the land, says so!

How does the Census work?

Each household must complete the Census. It's short and easy to fill out.

Census information starts arriving in the mail in mid-March. There are three ways to complete the Census in 2020: by phone, online, or in a paper survey.

A Census taker will come to the household in mid-April to get the information if the Census hasn't been completed yet.

Is the Census safe and private?

Yes!

- There are no questions about citizenship.
- Census information is only used to produce statistics (numbers).
- By law, the U.S. Census Bureau must keep information private and confidential, and it cannot be used by any government agency or court in any way.

An undercount anywhere hurts Illinois everywhere.
What about languages?

The Census has instructions in 59 languages. The Census can also be completed online or over the phone in 12 languages in addition to English. The paper surveys are available in English and Spanish.

More about what's at stake...

In the past, there have been many groups of people that have not been accurately counted in the Census. These groups are known as **Hard To Count Communities**, or HTCs. These groups include families with young children, people experiencing homelessness, people who speak a language other than English, and many other groups.

The Census count affects money that states get from the government. Without a fair and accurate Census count, we could lose money for critical programs in Illinois, including programs such as:

- Medicaid & Medicare
- SNAP
- Federal free lunch programs
- Energy assistance (LIHEAP)
- Children's Health Insurance Programs (CHIP)
- Many HUD and housing programs
- And many more!

When talking with people about the Census, highlight how the Census impacts programs that affect their community and their lives.
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 from political manipulation. Join us on #CensusDay April 1, 2020 #ILCountMeIn2020

An inaccurate #2020Census denies money for schools, roads, and transit to 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! #ILCountMeIn2020

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

We will not allow our families, friends, and neighbors to be erased during the #2020Census. Participating in the Census is a demonstration of our collective power! #ILCountMeIn2020 #ILCountMeIn2020

Less than 3 months until Census Day 2020! Make sure Illinois is counted. #ILCountMeIn2020 #ILCountMeIn2020

#2020Census is an opportunity to show the wide diversity of Illinois and the nation. Get counted! #ILCountMeIn2020 #ILCountMeIn2020

66% of Chicagoans filled out the 2010 Census, the lowest self response rate than the national average. Make sure Chicago is counted! #ILCountMeIn2020 #ILCountMeIn2020

Get involved in the City of Chicago’s Census outreach efforts here: https://bit.ly/2SmPluX #ILCountMeIn2020 #ILCountMeIn2020 #ILCountMeIn2020
Logos and Avatars:

EVERY PERSON COUNTS
Support a full 2020 Census count

Memes:

ILLINOIS, YOU GET COUNTED
YOU GET COUNTED!
EVERYONE GETS COUNTED #ILCOUNTMEIN2020

DIDN'T WANT GOVERNMENT PEOPLE KNOCKING ON MY DOOR
FILLED OUT THE CENSUS ONLINE

DIDN'T FILL OUT MY CENSUS
NOW I HAVE TO TALK TO A CENSUS TAKER

Census Resources:
- Census Counts Campaign - CensusCounts.org
- Illinois Census Office - Census.illinois.gov
- IL Complete Count Commission - Illinoiscensus2020.com
- Cook County Complete Count Commission - Cookcountyil.gov/census
- City of Chicago - Census2020.chicago.gov
- IL Count Me In 2020 Coalition - ILCountMeIn2020.org

Census Language Resources:
- Asian Americans Advancing Justice - CountUsIn2020.org
- Yalla Count Me In - YallaCountMeIn.org
- NALEO's Hagase Contar - hagasecontar.org

An undercount anywhere hurts Illinois everywhere.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event</th>
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<tbody>
<tr>
<td>February 2020</td>
<td>Census 2020 Awareness Phase</td>
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<tr>
<td>March 1, 2020</td>
<td>Telephone assistance begins in English and Spanish</td>
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<tr>
<td>March 9, 2020</td>
<td>Telephone assistance begins in all 13 languages</td>
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<td>March 12 - April 30, 2020</td>
<td>Self-Response Period. Households can begin self-reporting in late March online at <a href="http://www.2020census.gov">www.2020census.gov</a>. Everyone is invited to fill out the Census online.</td>
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<td>March 17, 2020</td>
<td>Illinois Presidential Primary Election</td>
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<td>March 30 - April 1, 2020</td>
<td>Group Quarters such as people experiencing homelessness at shelters &amp; hospices (March 30 - April 1, 2020)</td>
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<td>April 1, 2020</td>
<td>Designated National Census Day. Join the IL Count Me In 2020 Twitterstorm at noon (#ILCountMeIn2020)</td>
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<td>April 2 - June 5, 2020</td>
<td>Count begins for people living in military barracks, prisons, skilled nursing homes (also known as group quarters).</td>
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<td>April 9, 2020</td>
<td>Early Nonresponse Follow-Up begins for off-campus college student areas</td>
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<td>May 13 - July 31, 2020</td>
<td>Nonresponse Follow-Up (NRFU) Period. Census takers will begin knocking on doors for those who did not respond to the Census.</td>
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Forefront's IL Count Me In 2020 program was established January 2018.