

**2020 Census Rural Week of Action:  
August 2-8, 2020**

***Outreach Campaign to Support Increased Self-Response amongst Rural Populations***

**BACKGROUND**

The purpose of this outreach effort is to support an increase in self-response in rural areas. The nation has reached an important milestone in the 2020 Census: 62.6 percent of the households in our nation have responded – that’s nearly [92.5 million responses!](#)

While there are national level outreach campaigns underway across the country, we need to ensure rural communities know how much their neighbors count on them to complete the census.

Census responses provide data that can attract new businesses and the jobs that come with them. The data also informs where over \$675 billion in federal funding is spent each year in states and communities. That includes money for things like:

- Medicare Part B
- Water and waste disposal systems for rural communities
- Cooperative Extension Service
- Rural home rental assistance
- Rural business enterprise grants.
- State wildlife grants.
- Supplemental Nutrition Assistance Program
- Substance Abuse Prevention and Treatment Block Grant
- Emergency management/ Disaster relief
- Rural education
- Rural housing preservation grants
- Hunter education and safety.

On August 11<sup>th</sup>, 2020, the Census will begin its Non-Response Follow-up (NRFU) operation where Census enumerators will go door-to-door to collect response from every household that has not already responded to the 2020 Census. Our goal is to increase self-response rates in rural areas before the start of NRFU. By self-responding to the Census, respondents prevent an enumerator to knock on their door.

**RURAL WEEK OF ACTION CAMPAIGN**

**What:** In an effort to increase self-response in specific rural populations, Census Bureau is inviting partners to join a call to action for targeted outreach the week of August 2<sup>nd</sup> – 8<sup>th</sup>, 2020. The outreach will be grassroots and hyper-local but also cover vast geographic areas across the nation. The campaign will be primarily executed by the Census Bureau’s Community Partnership and Engagement Program (CPEP) getting the word out through local neighborhoods and via traditional media (local TV and radio) that

reach rural populations. The Census Bureau is also activating national partners to amplify 2020 Census messaging on social media and other digital means.

**When:** August 2<sup>nd</sup> – August 8<sup>th</sup>, 2020

**Who:** Target Audiences include:

Rural Populations, Racial and Ethnic Minorities (Hispanic/Latinx, AIAN, African American), H2A Visa Workers, Migrants Workers, Families with children under 5 years of age, Seniors, Veterans, and any population living in rural geographic areas.

## KEY MESSAGES

- *It's Our Time to Count! Respond the to 2020 Census today!*
- ***#ShapeYourFuture**, Rural America Respond Now to the **#2020Census!** Ways to respond include online, by phone or if applicable, via the paper questionnaire with unique ID that was mailed or sent to your home.*
- ***#ShapeYourFuture**, Rural America, It's not too late to respond to the **#2020 Census** while being safe and practicing social distancing at home. Once you have responded, please encourage your family, friends and loved ones to complete the census, too.*
- *If you have mail delivered regularly to your home (and not to a PO or cluster box), then you should respond to the 2020 Census online or using the paper form delivered to your home in spring of 2020.*
- *Communities where the majority of households do not receive mail at their home's physical location had 2020 Census invitation packets delivered to their homes. If you had a paper form delivered to your home, please respond now using that form and the unique ID that came with it.*

## RESOURCES

- [Resource Guide](#) developed for the Digital Action Weekend (that occurred on May 1<sup>st</sup>-3<sup>rd</sup>, 2020) is provided as a reference tool to share with local partners who can use it to get ideas for how to promote this initiative via digital or traditional media. In it, there are samples posts, social media graphics and video scripts that partners can leverage.
- Media:
  - Social Media: Promote **#ShapeYourFuture** and **#2020Census** hashtags used jointly, in English and Spanish – or the appropriate language(s) to reach the target audience, where most appropriate.

- *"#ShapeYourFuture, Rural America Respond Now to the #2020 Census!"*  
Ways to respond include online at [2020census.gov](https://2020census.gov), by phone or if applicable, via the paper questionnaire with unique ID that was delivered to your home."
- Encourage local traditional media to use and/or modify Census Bureau drop-in articles (examples attached) and [America Counts stories](#) about Rural Communities.
- A wide array of promotional and informational materials (in both English and Spanish) are posted on the [2020Census.gov](https://2020Census.gov) website.
- Census information can be shared at physical locations including:
  - Community Centers and Resource Hubs (ex. [Cooperative Research and Extension Services](#), 4-H, Future Farmers of America)
  - Servicing the public (*food pantries, school supply drives, banks/check cashing locations, etc.*),
  - Essential businesses (*local markets (including farmers' markets, grocery and convenience stores (serving general and ethnic populations (ex. Indian and Hispanic grocery stores), gas stations, food and feed stores)*)
  - Heavily frequented areas (*government offices, churches, etc.*)
  - Special and cultural events (*Drive-in concerts, Drive-in movies, rodeos, fairs, Pow-Wows*)
  - Ethnic rodeos (*ex. Black Cowboy Event*)
  - Places of Employment (*Farms, Factories, packing and warehouses, fields/ groves/ nurseries*)
  - Virtual Events (*Online rodeos, Online Indian Markets.*)
- Encourage local partners and influencers who reach populations located in areas with [Self-Response Rates](#) of 50 percent or lower. You can modify the message as needed for areas that are [Update Leave/Update Enumerate](#).

## SAMPLE CALL TO ACTION MESSAGE FOR LOCAL NETWORKS – TAKING THE PLEDGE

April 1<sup>st</sup> was Census Day – but the Census is still on going. People who have not responded can still respond by Internet, phone and by mail. I am asking you to help us spread the message - *the 2020 Census is taking place and it important for Rural America to be counted!*

I am also asking you to participate in a social media challenge by taking the 2020 Census Social Media Pledge.

Over the last few months, like the rest of the nation, the Census Bureau has had to change, adapt, and pivot how we engage with people living in the United State and its territories. Although we have had to make changes, our mission remains the same: *Count EVERYONE once, only once, and in the right place.*

Everyone Counts, and we are asking you to help us share this message within in your community in the manner you deem best.

*It is important to count EVERYONE in our rural communities!* We want to everyone, especially those within rural communities, to respond to the Census and to challenge their friends to do the same. The more people who take the social media pledge - the more people are challenged - *and the more people respond to the 2020 Census!*

We want to everyone to respond to the Census and to challenge their friends to do the same. During the week of August 2-8, we want Rural America to say in with one voice: *It is Time to Be Counted!* The more people are encouraged, *the more people respond to the 2020 Census!*


Here are a few suggested ways you can help us get the word out on social media.

- a. Include **#ShapeYourFuture** and **#2020 Census** in your social media posts.
- b. **Share information about the census** and why it's important to respond. Everyone can play a role in ensuring that EVERYONE is counted once, only once, and in the right place.
- c. **Pledge to Complete the 2020 Census**
- d. You can inspire others. **Record a video on your phone or tablet device** about why it is important for everyone to complete the Census, and post on your social media channels.
  - Tell everyone—your friends and family, neighbors and co-workers—that you will complete the census, and that they should respond now, too!
  - **Post the pledge** to social channels to show your support in responding to the census.
  - Customize your pledge ([English](#) / [Spanish](#)). Tag other friends and challenge them to take the pledge and complete the census as well.

- e. **Instagram Stories:** Post the pledge to your IG story with and tag the friends you are challenging, then post a second slate with the blank pledge so friends can easily share the graphic from there!

## Customize Your Image

1. Choose a theme.




2. Select a message.

your community

3. Download and share.

All set? Download your graphic — perfectly sized and ready to post! Portraits are suitable for Instagram and Facebook stories, while squares are suitable for posts in your feed.

SQUARE GRAPHIC      PORTRAIT GRAPHIC



**Sample Copy:** DYK the #2020Census informs hundreds of billions in funding for things like education and health programs that communities need? I pledge to complete the 2020 Census and I am challenging [@ your friends!] to do the same.

Thank you for representing our community as a trusted voice. Let's get EVERYONE counted in the 2020 Census!

Thanks,