



# VETERANS TOOLKIT

**CALIFORNIA COMPLETE COUNT – CENSUS 2020 OFFICE**



Connect with us  
[@CACensus](https://twitter.com/CACensus)

For more information  
[CaliforniaCensus.org](https://CaliforniaCensus.org)



# CONTENTS

Message from the California Complete Count Committee .....	3
Message from the Director of the California Complete Count Office .....	4
Toolkit Overview .....	5
Veteran-centric Census 2020 Outreach Overview .....	7
Veterans Network Coordination Letter .....	9
Census 101 / Call to Action Flyer .....	10
Text Messaging and Social Media Kit .....	11
Key Messages Repository .....	17
Speakers Bureau Messaging .....	24
Collaboration Resources .....	27
U.S. Census Bureau Resources .....	28
Acknowledgments and References .....	29



# MESSAGE FROM THE CALIFORNIA COMPLETE COUNT COMMITTEE

I am honored to serve on the California Complete Count Committee and to help ensure that veterans and their families are fully represented in the 2020 Census count. As Swords to Plowshares' Director of Policy, I have been working with and for veterans since well before the last census. Veterans are an extremely diverse population, with the exception of being over 18, veterans represent every age, gender, ethnicity, religion, sexual orientation, political persuasion, income bracket and other demographic in our state.

It may come as a surprise, including to veterans themselves, that they are hard-to-count population for census purposes. In particular, aging veterans, veterans experiencing homelessness and physical or psychological disabilities are at great risk of going uncoded.

The census will determine California's fair share of federal resources and representation for the next decade. The health and social services our families rely on, kindergarten through college resources, public safety, roads, infrastructure, congressional districts and more are on the line. The census will also impact veteran specific resources, VA funding, health research and the distribution of federal dollars for veteran employment and housing assistance.

Being counted is a service to all veterans and to the community at large. For many California veterans, responding on-line will be easy. But it is incumbent on all Californians and all California veterans to take the next step and reach out to buddies, to veteran service organizations, college veteran resource centers, and to agencies that help and house veterans in your area and count every veteran and every veteran family member.

*Amy Fairweather*

Member, California Complete Count Committee

# MESSAGE FROM THE DIRECTOR

California is home to over 1.8 million veterans and these veterans play an important role in counting all Californians in the 2020 Census. California receives hundreds of billions in federal funding to support programs. An accurate count in the census insures we receive our fair share of federal funding that support vital resources for our families and communities – that affect everything from veterans and medical services to nutrition education, from housing grants to foster care, from highway maintenance to school funding, and much more.

Best practices for outreach to veterans must involve those trusted messengers that work tirelessly to meet the needs of those veterans who participate in the programs or use the resources offered by these service providers. You are our trusted messengers.

Help us share a key message to California veterans that they and their service are important, valued, and that their participation in completing the 2020 Census questionnaire will benefit their families and communities – the people they served to protect. This toolkit is filled with information to support a robust outreach to California's veterans for Census 2020 outreach.

We encourage you to share this toolkit and coordinate outreach efforts within our/your extended peer, partner, and member organizations networks. Other ways you can support our Census 2020 outreach efforts are:

- Share insight on best practices to reach veterans with Local Complete Count Committees (LCCC) or invite a LCCC member to speak at your organization about local Census 2020 outreach efforts. Visit <https://census.ca.gov/regions/> to download the LCCC directory to find a LCCC near your service areas.
- Host virtual/in-person informational forums and/or stay connected with state-funded Census Complete Count Regional Program Managers (RPMs) to help spread the word about Census 2020 outreach to veterans. Visit <https://census.ca.gov/outreach/> to download a directory of RPMs in your organization's network area(s) in California.

Your support of Census 2020 outreach efforts will help ensure every veteran is counted. Thank you for your valued support!

*Ditas Katague*

Director, California Complete Count – Census 2020 Office





# TOOLKIT OVERVIEW

## WHAT IS THE PURPOSE OF THIS TOOLKIT?

This toolkit supports the California Complete Count – Census 2020 office’s (“California Census Office”) effort to engage and motivate veterans within hardest-to-count (HTC) demographics to participate in the 2020 Census.

The messages included in this toolkit acknowledge the importance these Californians, voice appreciation for their service, and highlight the significance of their participation to help California achieve its goal of a complete count during the 2020 Census.

This toolkit provides messaging resources to help veteran-centric trusted messengers, such as veterans service organizations, reach all Californians who served in the armed forces where they live, study, work, play, and pray while amplifying the importance of participating in the 2020 Census to these Californians, their families, their peers, and their communities.

## HOW IS THIS TOOLKIT USED?

As a trusted messenger to veterans, your organization can help California ensure that veterans and their families are counted during the 2020 Census by using the resources and messaging tools in this toolkit to promote veteran-centric Census 2020 outreach on your social media channels, websites, and other online, digital, and print platforms owned or shared by your organization.

## WHO SHOULD USE THIS TOOLKIT?








All organizations that provide social and human services, job placement, faith-based support, and health care services to HTC veterans—the toolkit’s target audience—and who serve as trusted messengers.

## HOW DO I GET MORE INFORMATION?

Email us at [outreach@census.ca.gov](mailto:outreach@census.ca.gov)

# TOOLKIT OUTLINE

The table below provides an outline of the tools included in this toolkit.

	Network Coordination Template	Form letter template for organizations to use to share the veterans toolkit within their networks.
	Census 101/Call to Action Flyer	Flyer with an overview of why the Census is important to veterans.
	Text Messaging/Social Media Kit	Collection of veteran-centric images and content for use as text messages and social media posts.
	Key Messages Repository	Collection of veteran-centric Census 2020 outreach key messages that can be multi-purposed for insertion into existing collateral materials for contracted partners, veterans service organizations, veteran-focused nonprofits.
	Speaker Bureau Talking Points	Collection of talking points for use by speakers within the California Census Office contracted and collaborative partner networks. Note: Speakers will be the trusted messengers of collaborating organizations.
	Speaker Bureau Scripts	Collection of 60-, 30-, and 15-second scripts for use by speakers within the California Census Office contracted and collaborative partner networks. These scripts may be used for multiple communications channels (radio, PSA, and TV).
	Collaboration Resources	California Census Office partner resources and directory of organizations that provide resources for veterans and their families that may be used for partner collaborations to enhance statewide outreach efforts.
	USCB Resources	U.S. Census Bureau (USCB) "Open Letter to the Veteran Community" and link to USCB partner resources for the 2020 Census outreach.

# VETERANS COUNT IN THE 2020 CENSUS

Below are some key things you should know about the California Complete Count – Census 2020 Office's veteran-centric effort.

## GOAL

Educate, motivate, and activate California hardest-to-count (HTC) veterans to take and complete the 2020 Census.

## OPPORTUNITY

California is home to over 1.8 million former service members, which is the largest veteran population of any state in the United States. Veterans – particularly those who are recently transitioning into civilian life, older adults, experiencing homelessness or housing insecurities, and people with disabilities—are oftentimes undercounted during the Census.

## AUDIENCE

This veteran-centric Census 2020 effort focuses on reaching and engaging HTC veterans.

## What is the Role of the California Complete Count – Census 2020 Office?

The California Complete Count – Census 2020 Office (Census Office) supports and coordinates efforts at the community level to reach the hardest-to-count (HTC) Californians. The Census Office is partnering with local governments, community-based organizations, and trusted messengers to employ tactics that provide effective outreach to educate, motivate, and activate the hardest-to-count (HTC) Californians to complete the Census. (For more information on the California Census efforts, please visit [CaliforniaCensus.org](https://CaliforniaCensus.org).)

## CENSUS & VETERANS

### Why is Census Important?

Census data helps veterans, their families and their communities by shaping the equitability of many government and community programs.

#### BILLIONS OF DOLLARS

Census data will be used to decide how billions of dollars will reach our families. Your answers will help determine funding for dozens of programs that provide essential resources to Californians.

#### FUNDING INFRASTRUCTURE IN YOUR COMMUNITY

Census data determines funding allocations for schools, childcare programs, road maintenance projects, and social assistance programs.

#### VETERAN DISABILITY SERVICES SUPPORT

An accurate 2020 Census count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness.

#### U.S. DEPARTMENT OF VETERANS AFFAIRS SERVICES

Data from the 2020 Census will help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans and retired members of the Armed Forces.

# WHAT YOU NEED TO KNOW ABOUT THE CENSUS

EVERY 10 YEARS, people in California and across the country fill out the Census in order to have an accurate count of every person living in the United States. The Census influences California's federal funding for important community services that support our families and determines congressional representation for the next decade.

The next Census is in Spring 2020. Starting in mid-March 2020, each household will get a letter in the mail. This letter will explain the different ways you can fill out the 2020 Census questionnaire. If you do not receive a letter, you can still participate in the 2020 Census by completing an online form or calling the U.S. Census Bureau to complete the form with a call center enumerator.

Census Day is April 1, 2020.

Individuals will have until July 2020 to complete the census questionnaire form. Every Californian counts! Let's work together to accurately count California's veterans.

## What is the Role of the U.S. Census Bureau?

The U.S. Census Bureau's (USCB) primary mission is to conduct the Census and ensure that everyone is counted once, only once, and in the right place.

During the Census, the USCB hires employees to canvass and count everyone living in the U.S. and informs everyone nationwide about the Census.

The USCB also conducts counting operations known as Group Quarters (GQ) to many establishments that house multiple individuals, such as colleges and universities, long term care facilities, and hospitals.

Additionally, the USCB conducts GQ operations for Transitory Locations (recreational vehicle parks, marinas, hotels/motels, etc.) and Service-Based Locations (shelters, soup kitchens, mobile food vans, etc.) that respectively focus on counting individuals and families who are living in transitory housing and/or experiencing homelessness or housing insecurities.

While the USCB may reach and count some of the veterans who attend higher education institutions, receive care in long term care facilities or hospitals, live in transitory housing, or experience homelessness or housing insecurities, it may not reach and count all veterans living in California.

Most military households are responsible for submitting their own 2020 Census form online, by phone, or by mail. You are counted with your household if that is where you live. But active duty service members may face some special circumstances. For more information, visit the USCB veterans FAQs web page at <https://www.census.gov/topics/population/veterans/about/faq.html>.

# VETERANS NETWORK COORDINATION LETTER

Dear <Partner/Peer/Member Organization Designee Name>

We are reaching out to our member organizations and affiliates to help us share messaging from the California Complete Count – Census 2020 Office to reach hardest-to-count (HTC) veterans and motivate them to participate in the 2020 Census. As a veterans service (or focused) organization: we know our service population and we are their trusted messengers, which uniquely positions us to play a key role in connecting veterans to Census 2020 resources during our existing in-reach and outreach efforts.

The universal message for this toolkit conveys to veterans that they are important and valued, and that their participation to make their service and voices count by completing the 2020 Census questionnaire will benefit their families and loved ones and neighbors and communities.

Let's pool our collective resources and voices to ensure a complete count of California's veterans by:

1. Sharing information. Share Census 2020 messaging in the toolkit with veterans at events. Include messaging and talking points in the toolkit in presentations to internal and external audiences.
2. Staying informed. Go to <https://census.ca.gov/resource/veterans> for resources and to learn more about what California is doing to reach veterans and support a Complete Count for the 2020 Census.
3. Speaking out. Include the importance of completing the 2020 Census as you engage veterans in your network to build awareness.
4. Championing. Encourage the veterans you serve to become Census 2020 champions to their families and loved ones, neighbors, and peer circles.

An accurate Census count in California ensures we receive our fair share of federal funds that support many of the programs our organizations provide to veterans, such as: health care, job training, higher education, and other social services.

<Organization Designee Name>,  
<Organization Designee Title>

# CENSUS 101 | CALL TO ACTION FLYER



The following flyer is available for download and printer-friendly PDF for your use. Print on 8.5"x11" paper in color or black and white for your next event!

**CENSUS CALIFORNIA ALL 2020**

## VETERANS FACT SHEET

CALIFORNIA COMPLETE COUNT - CENSUS 2020 OFFICE

**What You Need to Know About the Census**

Every 10 years, people in California and across the country fill out the Census in order to have an accurate count of every person living in the United States. The Census influences California's federal funding for important community services that support our families and determines congressional representation for the next decade.

**Why is the 2020 Census Important for Veterans?**

- Census data helps veterans, their families and their communities by shaping the equity of many government and community programs.
- The 2020 Census will help decide how billions of dollars of funding for programs reach our families. Your answers will help determine funding for dozens of programs that provide essential resources to Californians.
- Census data determines funding allocations for schools, childcare programs, road maintenance projects, and social assistance programs.
- An accurate count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness.
- Data from the 2020 Census will help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans.

**Complete your 2020 Census form starting March 2020!**

Connect with us @CACensus  
For more information [CaliforniaCensus.org](https://census.ca.gov/resource/veterans)

Front Side

### 2020 CENSUS KEY DATES

- March 2020**  
Census notices are mailed or delivered to households.
- APRIL 1, 2020**  
CENSUS DAY!
- May - July 2020**  
Census takers visit households that have not completed the questionnaire.

**Census is Fast, Easy & Secure!**  
For the first time in history, the Census can be completed in three ways. By law (Title 13, U.S. Code), the U.S. Census Bureau cannot share an individual's answers with anyone or allow it to be used to determine eligibility for government benefits.

- Online** Internet Self-Response.
- Phone** Telephone Census questionnaire assistance.
- Paper** Paper Census questionnaire option that is sent by mail.

**DID YOU KNOW?**

The 2020 Census data will inform the health and wellness of our families and neighborhoods. By filling out the form, your data informs where new hospitals are built and the improvements to our health programs.

Census data is used by businesses to decide where to invest and create jobs. Filling out the Census makes sure that we and our loved ones, neighbors, and communities get a fair shot at these business resources.

Our children and grandchildren's future depend on getting an accurate Census count. When they are counted, their schools get their fair share of funding and resources.

Participating in the Census fulfills your civic duty and helps our families and communities in California for the next 10 years.

**No matter when or where you served, your response to the Census 2020 counts towards important benefits for our loved ones, neighbors, and communities across California! Everyone counts. Take the Census.**

Back Side

DOWNLOAD DOUBLE-SIDED FLYER AT  
<https://census.ca.gov/resource/veterans>.

# TEXT MESSAGING & SOCIAL MEDIA KIT



Interested in a text messaging campaign to reach out to your veteran community? Use the messages below!

## TEXT MESSAGING CAMPAIGN MESSAGES SAMPLES:

- 1 Did you know Census data determines funding for many resources used by our loved ones & neighbors? Take the Census. Let's make a difference today & 10 yrs. from now. Learn more at [CaliforniaCensus.org](https://CaliforniaCensus.org).
- 2 Take the Census. Let's ensure our families, loved ones, & neighbors are protected today & 10 yrs. from now. Learn more at [CaliforniaCensus.org](https://CaliforniaCensus.org).
- 3 Take the Census. You help make a complete count for California! Learn more, visit [CaliforniaCensus.org](https://CaliforniaCensus.org).
- 4 Did you know future resources for our children & grandchildren rely on a complete count in the Census? Take the Census. Learn more at [CaliforniaCensus.org](https://CaliforniaCensus.org).

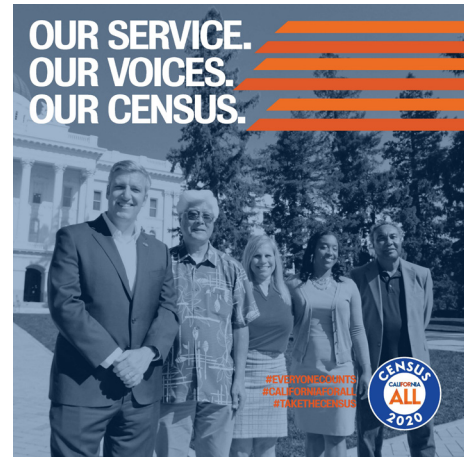


# TEXT MESSAGING & SOCIAL MEDIA KIT CONTINUED

CLICK TO DOWNLOAD IMAGE

For more information:

<https://census.ca.gov/resource/veterans/>



COPY AND PASTE SOCIAL MEDIA MESSAGES BELOW



## Facebook

The #2020Census is an opportunity for Californians who served in the armed forces to serve and use their voices for our families, loved ones, neighbors, and communities. OUR service is valued! OUR count matters! #EveryoneCounts #TakeTheCensus #CaliforniaForAll



## Twitter

The #2020Census is an opportunity for Californians who served in the armed forces to serve and use their voices for our families, loved ones, neighbors, and communities. OUR service is valued! OUR count matters! #EveryoneCounts #TakeTheCensus #CaliforniaForAll



## Instagram

The #2020Census is an opportunity for Californians who served in the armed forces to serve and use their voices for our families, loved ones, neighbors, and communities. OUR service is valued! OUR count matters! #EveryoneCounts #TakeTheCensus #CaliforniaForAll

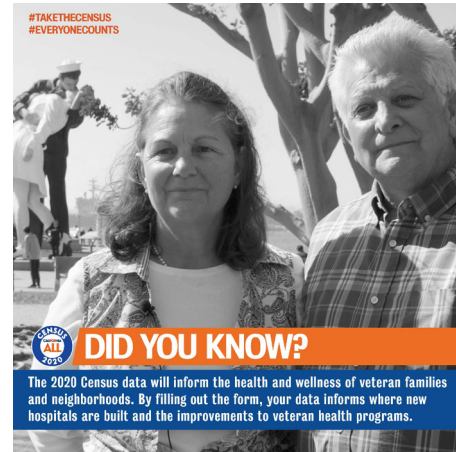




CLICK TO DOWNLOAD IMAGE

For more information:

<https://census.ca.gov/resource/veterans/>



## COPY AND PASTE SOCIAL MEDIA MESSAGES BELOW



### Facebook

We Served. We Matter. We Count! Every 10 years, Californians who served in the armed forces have the power to build a better future for their families, loved ones, and neighbors by completing the #2020Census! #EveryoneCounts #TakeTheCensus



### Twitter

We Served. We Matter. We Count! Every 10 years, Californians who served in the armed forces have the power to build a better future for their families, loved ones, and neighbors by completing the #2020Census! #EveryoneCounts #TakeTheCensus



### Instagram

We Served. We Matter. We Count! Every 10 years, Californians who served in the armed forces have the power to build a better future for their families, loved ones, and neighbors by completing the #2020Census! #EveryoneCounts #TakeTheCensus

# TEXT MESSAGING & SOCIAL MEDIA KIT CONTINUED

CLICK TO DOWNLOAD IMAGE

For more information:

<https://census.ca.gov/resource/veterans/>



COPY AND PASTE SOCIAL MEDIA MESSAGES BELOW



Facebook

Every Californian is needed to help California get a complete count for #2020Census! We Served. We Matter. We Count! Learn more: [CaliforniaCensus.org](https://CaliforniaCensus.org). #TakeTheCensus #CaliforniaForAll



Twitter

Every Californian is needed to help California get a complete count for #2020Census! We Served. We Matter. We Count! Learn more: [CaliforniaCensus.org](https://CaliforniaCensus.org). #TakeTheCensus #CaliforniaForAll



Instagram

Every Californian is needed to help California get a complete count for #2020Census! We Served. We Matter. We Count! Learn more about the #2020Census at the link in our bio. #TakeTheCensus #CaliforniaForAll



CLICK TO DOWNLOAD IMAGE

For more information:

<https://census.ca.gov/resource/veterans/>



COPY AND PASTE SOCIAL MEDIA MESSAGES BELOW



Facebook

Did you know that future resources for our children and grandchildren rely on a complete count during the #2020Census? We served for them, now let's count for them! #TakeTheCensus #EveryoneCounts



Twitter

Did you know that future resources for our children and grandchildren rely on a complete count during the #2020Census? We served for them, now let's count for them! #TakeTheCensus #EveryoneCounts



Instagram

Did you know that future resources for our children and grandchildren rely on a complete count during the #2020Census? We served for them, now let's count for them! #TakeTheCensus #EveryoneCounts

# TEXT MESSAGING & SOCIAL MEDIA KIT CONTINUED

CLICK TO DOWNLOAD IMAGE

For more information:

<https://census.ca.gov/resource/veterans/>



COPY AND PASTE SOCIAL MEDIA MESSAGES BELOW



Facebook

Did you know future resources for our loved ones and neighbors who served in the armed forces rely on a complete count? They served for us then, now let's serve them now. Take the #2020Census! #EveryoneCounts #CaliforniaForAll



Twitter

Did you know future resources for our loved ones and neighbors who served in the armed forces rely on a complete count? They served for us then, now let's serve them now. Take the #2020Census! #EveryoneCounts #CaliforniaForAll



Instagram

Did you know future resources for our loved ones and neighbors who served in the armed forces rely on a complete count? They served for us then, now let's serve them now. Take the #2020Census! #EveryoneCounts #CaliforniaForAll

# KEY MESSAGES TOOLKIT



Collection of veteran-centric Census 2020 outreach key messages that that can be multi-purposed for insertion into existing collateral materials for contracted partners, veterans service organizations, veteran-focused nonprofits, and other organizations.

## KEY MESSAGES OVERVIEW

The messages included in this collection may be adapted and shared by collaborative partners who provide services and/or resources to veterans to help raise awareness to veterans and families about the 2020 Census and the importance of participation by all Californians – particularly veterans. Messages are grouped into three categories:

1. **Core messages** to educate and motivate veterans and their families and loved ones to participate in the 2020 Census.
2. **Messages that can be used to motivate 2020 Census champions** among your organization's trusted messengers and engage these individuals to share 2020 Census messages with the veterans and families they serve.
3. **Messages aimed at the hardest-to-count (HTC) veteran populations** to reach and motivate veterans who belong to a HTC demographic that may face challenges or barriers to participate in the 2020 Census (e.g., experiencing homelessness or no Internet or limited broadband access).

## CORE MESSAGES

Messages to emphasize veterans are important and valued and also stress the importance of the 2020 Census and its potential impact for benefits such as education, pension, and health care and/or speak to veterans, their families, loved ones, neighbors, and community circles (e.g. veterans helping veterans).

Did you know that taking the Census helps community funding, political representation, education, health care, and more for the next ten years? Let's work together now to make a decade of difference for our loved ones, neighbors, and communities! Everyone counts. Take the Census.

Did you know that our children and grandchildren's future depend on getting an accurate Census count? When they are counted – including newborns, their schools get their fair share of funding and resources. Everyone counts. Take the Census.

Did you know that California's communities rely on Census data to plan for a variety of needs, including new roads, schools, and emergency services? A complete count equals more opportunities for all Californians! Everyone counts. Take the Census.

No matter when or where you served, your response to the Census 2020 counts towards important benefits for our loved ones, neighbors, and communities across California! Everyone counts. Take the Census.



# KEY MESSAGES TOOLKIT CONTINUED

## GENERAL CENSUS MESSAGES

Did you know that participating in the Census fulfills your civic duty and helps our families and communities in California for the next 10 years? Everyone counts. Take the Census.

Did you know your Census responses are used to redraw legislative districts and determine the number of seats California has in the U.S. House of Representatives? Everyone counts. Take the Census.

Did you know responding to the 2020 Census is easy? By April 1, every household will receive a notice to complete the 2020 Census online, by phone, or via a mail-in paper form. Everyone counts. Take the Census.

Did you know that responding to the Census is safe and secure? The U.S. Census Bureau is required by law to protect any personal information it collects and keep that information strictly confidential. Your answers are only used to paint a statistical portrait of our nation and communities. Everyone counts. Take the Census.

## MESSAGES TO MOTIVATE 2020 CENSUS CHAMPIONS AMONGST TRUSTED MESSENGERS

Supplemental messaging for the California Complete Count Office's existing partners who are actively championing the 2020 Census, such as veterans work groups for Local Complete Count Committees (LCCCs) and trusted messengers working in veterans-focused organizations.

Did you know that an accurate 2020 Census count equals communities that are happier, healthier, and safer? All Californians are needed to achieve a complete count. Let's fulfill our civic duty. Everyone counts. Take the Census.

Did you know it takes everyone to ensure an accurate 2020 Census count for California? We need to actively engage with Californians who served in the armed forces and encourage them to participate in the 2020 Census so they, their families, loved ones, neighbors, and communities receive their fair share of federal funding. Let's fulfill our civic duty. Everyone counts. Take the Census.

Did you know that everyone residing in California gets counted in the Census – children, seniors, immigrants, tribal communities, people experiencing homelessness, homeowners, renters, students, workers – everyone! Let's fulfill our civic duty. Everyone counts. Take the Census.

Did you know that Census data is used by businesses to decide where to invest and create jobs? Filling out the Census makes sure that we and our loved ones, neighbors, and communities get a fair shot at these business resources. Let's fulfill our civic duty. Everyone counts. Take the Census.

Did you know that future generations need us to get a correct Census count? Some families with newborn children depend on programs like WIC or Section 8 Housing, made available through a complete count. Let's fulfill our civic duty. Everyone counts. Take the Census.

## KEY MESSAGES FOR DIVERSE VETERAN POPULATIONS

Messages that connect/engage:

1. Groups that veterans may identify with, such as: African American, American Indian/Alaska Native, Asian American, Native Hawaiian and Pacific Islander, Latino, etc.
2. Veterans may also have or identify with other characteristics such as: Experiencing Housing Insecurities or Homelessness, Living in Transitory Housing, Children under 5 (e.g. young women veterans with children under 5), Older Adults, and People with Disabilities.
3. Veterans may also be reached through messages for these sectors: Healthcare, Higher Education, Business, Faith-Based, and Rural.

The following are messages that could resonate with different populations of veterans.

### African American Veterans

Did you know that California has the fifth-largest Black population in the U.S.? It's important that all Blacks and African Americans are counted in order for all voices to be heard and fairly represented. Everyone counts. Take the Census.

Did you know that Blacks and African Americans were one of the largest undercounted populations in the 2010 Census? Let's count together to transform an undercount into a complete count! Take the Census.

Did you know that one meaningful way to fight racism and oppression is to participate in the 2020 Census? Census responses are used to redraw legislative districts and determine the number of seats California has in the U.S. House of Representatives. Let's count together to make a difference. Take the Census. Make sure your loved ones, friends, and neighbors take the Census too.

Did you know that the Census helps advocates, community leaders, and elected officials address disparities in housing, health care, employment, and education? Be a part of the change for today and 10 years from now! Everyone counts. Everyone counts. Take the Census.

Did you know that in the 2010 Census, more than 3.7 million Blacks and African Americans were not counted and that many were children and young men? Billions of dollars and thousands of votes are lost or suppressed as the direct result of Census undercounting in Black and African American communities. Let's use our counts to gain accurate funding and political representation for the next decade by participating in the 2020 Census! Everyone counts. Take the Census.

## KEY MESSAGES TOOLKIT CONTINUED...

### American Indian/Alaska Native Veterans

Did you know that for over 200 years, Native Americans have served with distinction in the armed forces? Let's count together to make sure they can access the benefits they are entitled to by participating in the 2020 Census! Everyone counts. Take the Census. Did you know that American Indians and Alaska Natives historically have experienced some of the highest Census undercount of any U.S. population? Funding for many essential programs to support education, healthcare and housing needs for Native peoples is based on Census data. Everyone counts. Take the Census.

Did you know that Census data is used to determine federal funding allocations dedicated to tribal communities? These funds are used to build tribal housing and make improvements, maintain and construct roads, and provide employment and training programs. Everyone counts. Take the Census.

### Asian American/Native Hawaiian and Pacific Islander Veterans

Did you know that the futures of your families and the next generation can be strongly impacted by the programs paid for because of Census data? Census data helps us get the health care, transportation, schools, affordable housing, and higher education that our families and the next generation need to get a good start and be successful. Everyone counts. Take the Census.

Did you know that filling out the Census will ensure our loved ones and communities are counted, heard, and visible? We want to make sure that API communities, which are growing every day, are not invisible. Everyone counts. Take the Census.

Did you know that California has the largest Asian American population in the U.S. – over 5.5 million in 2010? We need the full participation and cooperation of all Californians to achieve a complete count. We should not miss out on the real benefits that Census data helps bring to our loved ones, neighbors, and communities. Everyone counts. Take the Census.

### Latino Veterans

Did you know that our children's school and health benefits depend on making sure we count all our children in the 2020 Census? An undercount of California's children means less money and resources for them and their families, so let's count all children including newborns. Take the Census.

Did you know that anyone filling out a Census form can check more than one box on the race question? Let's help California count and represent all Californians! Everyone counts. Take the Census.

Did you know that Census data guides the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of our families and communities in California? Be seen, be heard, and get counted for us and our loved ones, neighbors, and communities! Everyone counts. Take the Census.



## KEY MESSAGES TOOLKIT CONTINUED...

### Veterans Experiencing Homelessness or Housing Insecurities

Did you know that counting those without housing ensures that housing programs are able to better support the needs of their communities? Let's count together to help California get its fair share of funding to build affordable housing! Take the Census.

Did you know that Section 8 Housing Choice Vouchers are funded in part by funds allocated from Census data? If we get an inaccurate Census count, there will be less money provided to fund Section 8 vouchers. Let's count together to house all Californians! Take the Census.

### Veterans with Children

Did you know that if kids aren't counted, the entire community suffers...for 10 years! Let's count together for all Californians – especially our newborns. Take the Census.

Did you know that future generations for our loved ones, neighbors, and communities need us to get a correct Census count now? Some families with newborn children depend on programs like WIC or Section 8 Housing, made available through an accurate Census count. Everyone counts. Take the Census.

Did you know that nationally, over 2 million young children were not counted in the 2010 Census? An undercount of children in California means less funding and resources for their education, housing, and health care. Let's count together to change an undercount into a complete count for all children (including newborns) in California! Take the Census.

Overcrowded classrooms? Few childcare options? Long wait for doctor visits? Did you know that these services are connected to kids being undercounted in the 2010 Census? Let's count together to change this undercount into a complete count for the 2020 Census! Take the Census.

Did you know that getting a complete count of all Californians—including children with disabilities—provides schools, hospitals, and community human and social service providers with more funding for medical and mental health services. Let's count together to make a difference for all children with disabilities in California by participating in the 2020 Census! Take the Census.

### Veterans with Disabilities

Did you know that Census data is used for influencing community funding and congressional representation for the next decade? Funding for things like public transportation, libraries, education programs, Supplemental Nutrition Assistance Program, Medicare and Medicaid, and Temporary Assistance for Needy Families. Let's use our count for all Californians! Take the Census.

### Older Adult Veterans

Did you know that Census data will be used to support programs for aging populations? Funding for nutrition support, transportation assistance, and long-term care and housing. You matter and you count! It's important that everyone is counted in order for all voices to be heard and fairly represented. Take the Census.

## KEY MESSAGES TOOLKIT CONTINUED...

### Older Adult Veterans continued...

Did you know that future generations need us to get a correct Census count? An undercount means that our loved ones, neighbors, and communities may receive less funding for valuable health, human, and social services. Everyone counts. Take the Census.

Did you know that your grandchild's future depends on getting an accurate Census count? If your grandchild is counted, their school will get the right amount of funding. Everyone counts. Take the Census.

Did you know that Census data will be used over the coming decade to decide where to place parks, roads, and hospitals? Census data determines funding for community projects that benefit older adults and help them to remain in their homes longer. Everyone counts. Take the Census.

### Veterans in Higher Education

Did you know that Census data is used for important benefits for college students? Benefits like federal student loans, campus improvements, and medical and mental health care services. Take the Census.

Did you know you have multiple options (online, paper, and over the phone) to complete the 2020 Census? It's a short, safe, and confidential survey that takes minutes to complete, yet, impacts the resources available for student loans, campus housing, and health and social services for the next 10 years. Everyone counts. Take the Census.

### Veterans in Business/Labor

Did you know that retailers like Amazon and Walmart use Census data to decide where to open new facilities and what types of services and products to offer? Let's work together to create more jobs for all Californians. Everyone counts. Take the Census.

Did you know that Census data determines how much funding our roads, bridges, schools, libraries, and parks receive? A higher and accurate Census count equals more funding to create jobs for California's valued laborers. Everyone counts. Take the Census.

Did you know that developers use Census data to plan where to build new homes and revitalize neighborhoods? Everyone counts. Take the Census.

### Veterans in Health Care

Did you know that health care providers, health insurance companies, government agencies, and beneficiaries need accurate information to make decisions regarding the products and services they provide? An inaccurate Census count could deprive California's health care sector of data and funding resources needed to meet the needs of our loved ones. Everyone counts. Take the Census.

Did you know that Census data impacts funding for things like medical facilities, community mental health services, and programs for people with disabilities? Let's count together to make a difference for all Californians who served in the armed forces and for their loved ones using veteran health care resources and services. Take the Census.

## KEY MESSAGES TOOLKIT CONTINUED...

### Veterans in Health Care continued...

Did you know that a complete Census count helps ensure continued access to key health benefits for Californians who served in the armed forces? Everyone counts. Take the Census.

### Faith-Based Veterans

Did you know that many religious groups live as intentional communities within other hard to count communities, such as immigrant communities, communities of color, or communities with limited English proficiency? It is important that all communities in California receive the funding and resources needed to serve all residents. Everyone counts. Take the Census.

Our shared faiths teach that every person is created with equal dignity by God, which means all Californians deserve to be counted by their government. Let's count together to make a difference for our loved ones, neighbors, communities, and congregations by participating in the 2020 Census! Take the Census.

Our faith and service as Californians who served in the armed forces helps us to understand that caring for our communities means doing what is needed to ensure our communities have the resources needed to thrive. Everyone counts. Take the Census.

### Veterans in Rural Areas

Did you know that Census data is used to determine funding for many federal programs aimed at helping people in rural areas? These funds provide services such as clean and reliable drinking water systems and repairing or rehabilitating housing for low-income rural residents? Everyone counts. Take the Census.

Did you know that an incomplete count in the 2020 Census means fewer school resources and low-income programs for children living in rural areas? Everyone counts. Take the Census.

Did you know that funding to support training and technical assistance resources for rural small businesses depend on a complete count for the 2020 Census? Take the Census.

Did you know that the Census is the one chance to get real and accurate information on rural California? Let's use our counts to positively influence decisions that will impact our loved ones, neighbors, and rural communities for years to come, such as building new schools and offering services that matter to rural residents. Everyone counts. Take the Census.



Collection of talking points for use by speakers within the California Complete Count – Census 2020 contracted and collaborative partner networks. Note: Speakers will be the trusted messengers of collaborating organizations (e.g., veterans service and veteran-focused nonprofits) and contracted partners.

## SPEAKER BUREAU TALKING POINTS

Did you know that businesses of all types and sizes use Census data to identify markets, select business locations, make investment decisions in plant, equipment, and new product development, determine goods and services to be offered, and assess labor markets? Participating in the 2020 Census will positively impact California's economy. Everyone counts. Take the Census.

Did you know that philanthropic and nonprofit organizations use Census data to better understand and serve the needs of their constituencies? Participating in the 2020 Census will positively impact California's health and human services resources. Everyone counts. Take the Census.

Did you know that Census data is essential to guide efforts by state and local governments, chambers of commerce, and public-private partnerships to promote business attraction, business expansions, and business startups that lead to job creation and a larger tax base? Participating in the 2020 Census will positively impact California's economy. Everyone counts. Take the Census.

Did you know that communities of color, low-income residents, and young children are among the many groups who are at higher risk of being undercounted in the Census? An undercount of these important Californians results in political representation inequalities and diminishes the strength of their political voices. A complete 2020 Census count gives all Californians an equal voice in elections – regardless of race, ethnicity, income or other factors that have historically been associated with Census undercounts. Let's harness our collective power as Californians by completing the 2020 Census and transform an undercount into a complete count? Everyone counts. Take the Census.

Did you know that in the 2017 fiscal year, 316 federal spending programs used data from the 2010 Census to distribute \$1.504 trillion? According to the "Counting for Dollars 2020" web page for the George Washington Institute of Public Policy, nonprofits, businesses, and households across the U.S. benefited from the 2010 Census data. Funding to support public health, transportation infrastructure, education at all levels, and community and social services for our loved ones and neighbors. For California's communities to receive the full benefit of these funds, an accurate and complete count for the 2020 Census is important! Everyone counts. Take the Census.



Collection of 60-, 30-, and 15-second scripts for use by speakers within the California Complete Count – Census 2020 contracted and collaborative partner networks. These scripts may be used for multiple communications channels (radio, PSA, and TV). Note: Speakers will be the trusted messengers of collaborating organizations (e.g., veterans service and veteran-focused nonprofits) and contracted partners.

# SCRIPTS

## 60-SECOND

### We Count Together

We protect our families and communities because we care.

Did you know that the best way to protect all families and communities in California is to participate in the 2020 Census?

The Census informs how more than \$1.5 trillion of federal funding is distributed annually to programs and resources, such as: affordable housing, schools, job training, services for older adults, veterans programs, and health clinics.

Help California achieve a complete count. Let's count together to make a real difference for all Californians today and 10 years from now!

Be an influencer for the 2020 Census! Champion the people in your family, friends, veterans, and community circles to get counted.

Take the Census. To learn more, please visit [CaliforniaCensus.org](https://CaliforniaCensus.org).

### You are a Complete Count for California

Whether you served in the Army, Navy, Air Force, Marine Corps, Coast Guard – Active Duty, Reserve or National Guard – you count!

Whether you served in wartime, post-war, or a no war era – you count!

No matter who you are, where you are, or how you served – you count!

We are all Californians and we are all counting on you for a complete count during the 2020 Census.

An accurate count informs how billions of dollars in federal funding are distributed for programs and resources that help our grandparents, parents, siblings, children, friends, neighbors, and communities right here at home in California.

Let's count together now to help all Californians 10 years from now.

Take the Census. To learn more, visit [CaliforniaCensus.org](https://CaliforniaCensus.org).



# SCRIPTS CONTINUED

## 30-SECOND

### We Count Together

We protect our families and communities because we care.

Did you know that the best way to protect California's families and communities is to participate in the 2020 Census?

Let's champion our families and community circles to get counted and make a real difference for all Californians today and 10 years from now.

Take the Census. Learn more – visit [CaliforniaCensus.org](https://CaliforniaCensus.org).

### You are a Complete Count for California

Whether you served in the Army, Navy, Air Force, Marine Corps, Coast Guard – Active Duty, Reserve or National Guard – you count.

No matter when or where served – you count.

No matter you who are – you make a complete count for California.

Programs that help our loved ones need an accurate Census count for billions of dollars in federal funding.

Take the Census. Learn more – visit [CaliforniaCensus.org](https://CaliforniaCensus.org).

## 15-SECOND

### We Count Together

Let's protect our communities by counting together for California now and 10 years from now.

Take the Census. Learn more – visit [CaliforniaCensus.org](https://CaliforniaCensus.org).

### You are a Complete Count for California

No matter when or where served – you count.

You make a complete count for California now and 10 years from now.

Take the Census. Learn more – visit [CaliforniaCensus.org](https://CaliforniaCensus.org).



Partner resources and a directory of organizations that provide resources for veterans and their families that may be used for collaboration across organizations to enhance statewide Census 2020 veterans outreach efforts.

## COLLABORATION RESOURCES

### PARTNER RESOURCES LINKS



#### *Census 101/Call to Action Poster*

[Please Visit <https://census.ca.gov/resource/veterans> to download print ready artwork or posters.]

Poster with an overview of why the census is important to veterans that is available in two sizes.



#### *Census 101/Call to Action Post Card*

[Please Visit <https://census.ca.gov/resource/veterans> to download print ready artwork for post card.]

Post card that provides an overview of why the census is important to veterans on side 1 and a call to action for participation in the 2020 Census on side 2.



#### *Census 101/Call to Action Display*

[Please Visit <https://census.ca.gov/resource/veterans> to download the PowerPoint file or digital monitor display.]

PowerPoint slide with an overview of why the census is important to veterans for display use on digital monitor systems.



#### *Census 101/Call to Action Poster*

[Please Visit <https://census.ca.gov/resource/veterans> to download print ready artwork or posters.]

Poster with an overview of why the census is important to veterans that is available in two sizes.

### VETERAN-FOCUSED ORGANIZATION DIRECTORY

Please visit <https://census.ca.gov/resource/veterans> to download a directory of veteran-focused organizations.





U.S. Census Bureau (USCB) "Open Letter to the Veteran Community" [Note: For more USCB partner resources for the 2020 Census outreach, please visit <https://2020census.gov/en/partners/outreach-materials.html>.

# U.S. CENSUS BUREAU RESOURCES



UNITED STATES DEPARTMENT OF COMMERCE  
U.S. Census Bureau  
Office of the Director  
Washington, DC 20233-0001

## An Open Letter to the Veteran Community From the U.S. Census Bureau

To our Nation's Veterans:

Throughout our history, you have rallied time and again to protect and serve your family, neighbors, and friends. Your leadership, patriotism, and entrepreneurship exemplify the American spirit.

As Article I Section II of the Constitution directs, every 10 years, we conduct a census to determine representation in Congress. Think of it as a national roll call. The next national roll call is coming, and we must hear from you. The 2020 Census is a mission-critical opportunity to make your numbers known. This opportunity only comes once a decade, so 2020 will be the time to make sure your community is counted.

We need your help! Please get your community prepared by taking the following steps:

- **JOIN OUR TEAM.** We want to hire veterans for temporary census jobs. Apply to work as a census taker at [2020census.gov/jobs](https://2020census.gov/jobs). If you know others who are looking for work, please spread the word.
- **RAISE AWARENESS.** Tell other veterans how the 2020 Census impacts services they rely on. Discuss this at veteran service organization chapter meetings or the next veteran gathering you attend.
- **PARTNER WITH US.** Visit [2020census.gov/partners](https://2020census.gov/partners) to learn more, become a partner, and download materials to share with other veteran leaders, business owners, and nonprofit partners in your community.
- **RESPOND TO THE CENSUS.** Mark Census Day, April 1, 2020, on your calendar, and plan to respond to the short census questionnaire for your household as soon as you can. Mailings will go out, and the online response portal will open in mid-March. You can choose your preferred method of response: securely online, over the phone, or by mail.

Veterans benefit directly when their communities are counted correctly. Billions of dollars in federal funds are distributed each year based on census data that support education, housing, health care, hospitals, fire stations, and more. An accurate count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness. Data from the 2020 Census will also help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans.

To get started, visit [2020census.gov](https://2020census.gov).

Sincerely,

Steven D. Dillingham  
Director

United States<sup>®</sup>  
**Census**  
Bureau

[census.gov](https://census.gov)



# ACKNOWLEDGMENTS

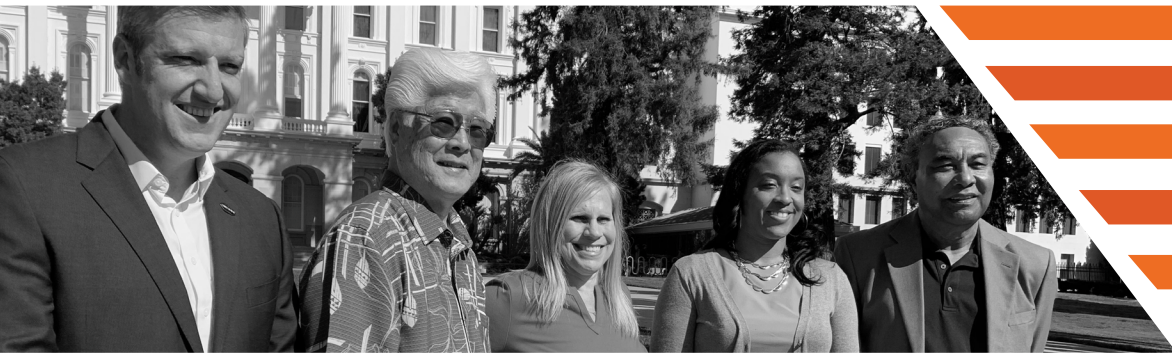
Our deepest gratitude to the stakeholders who provided editorial review and feedback to help the California Complete Count – Census 2020 office cross the finish line with its toolkit for its veteran-centric Census 2020 outreach efforts:

- Amy Fairweather, Member – California Complete Count Committee and Director – Institute for Veteran Policy, Swords to Plowshares
- Tom Splitgerber, Executive Director, California Association of County Veterans Service Officers
- Ron Stark, President, San Diego Veteran’s Coalition
- Randy Lee, U.S. Army veteran and professional speechwriter
- Los Angeles Veterans Collaborative
- San Diego Veterans Coalition

A special acknowledgment to the many organizations committed to a complete Census count in California, whose materials provided inspiration for the messaging in this toolkit.

# REFERENCES

Castro, C.A., Kintzle, S., and Hassan, A. USC School of Social Work, Center for Innovation and Research on Veterans and Military Families. The State of the American Veteran: The Los Angeles County Veterans Study. Retrieved from <http://cir.usc.edu/publications/other-reports>



VETERANS  
TOOLKIT

CALIFORNIA COMPLETE COUNT - CENSUS 2020 OFFICE

[CaliforniaCensus.org](https://CaliforniaCensus.org)