



Take the Census Now! Toolkit

California Complete Count - Census 2020

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TIPS FOR COMPLETING THE CENSUS

What is the Census:

The Census is 9 simple, confidential questions. The Census counts everyone living in the United States regardless of their background or immigration status. It's a simple and confidential survey. Questions include your name, address, sex, race, and age.

How to Respond:

Here are easy ways to complete the Census:



my2020census.gov



844-330-2020

Californians should not wait; the time is now. Complete the Census form today

Your Participation Matters in the Census:

- **9 simple, confidential questions:** The Census counts everyone living in the United States regardless of their background or immigration status. It's a simple and confidential 9 question survey. Questions include your name, address, sex, race, and age.
- **Your information is secure:** Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement. Census data will not be shared with your landlords.
- **Billions in funding for community programs:** Census data informs funding for key programs such as Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.
- **Help secure funding for your neighborhood:** For every person left uncounted, California could lose \$1,000 per person each year for the next ten years. Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.

Resources:

Visit **Get Out the Count** page for Census resources:

<https://census.ca.gov/gotc/>

There is no citizenship question on the 2020 Census form.
Complete the Census Now!

PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE:

DATE

MEDIA CONTACT:

[Partner media contact here]

press@census.ca.gov 916-214-9266 (cell)

TEMPLATE PRESS RELEASE

Californians Should Not Wait, The Time is Now to Take the Census

Are you one of the 10.4 million households who has taken the Census? If not, what are you waiting for the take the Census now!

SACRAMENTO –Californians its critical to participate in the Census – there is not much time left to respond online, by phone or mail. California's campaign is asking for households to fill out the form today. So far, more than **10.4 million California households or 68.6%**, have self-responded to the Census.

[Enter local SRR data here]

Statewide leadership at California Complete Count- Census 2020 said it was the decision to invest resources in reaching hard-to-count Californians that paid dividends, noting that the state's success with people who are traditionally harder-to-count was a result of a comprehensive multilingual and multicultural campaign that has been underway since the beginning of the year.

[Local organization quote]

It is critical for Californians who have yet to fill out the form to complete the confidential, nine-question survey now to help achieve a complete count.

Between late July and mid-September, the gap between California's SRR and the national SRR almost doubled, from **1.3 percentage points to 2.5 percentage points**. Traditionally, California has served as a leading indicator for the decennial Census. California drives the national rate given the state has approximately 10% of all U.S. households. The current national SRR is **66.1% (97.6 million households)**. The final national SRR in 2010 was 66.5%.

"Given all the challenges we've faced, we are proud of all who have been counted for their families and their communities. For those who haven't taken the Census, Californians need to act today to fill it out. We have days to secure funding and representation in our state for the next decade. It is not too late- we encourage everyone to complete their Census form today," said **Ditas Katague, Director of the California Complete Count – Census 2020**.

On September 16, the campaign [announced](#) exceeding the 2010 self-response rate, with

10.3 million households in California responding to the Census. Since then, around 100,000 more households have participated.

For those who would like to promote the importance of the 2020 Census, please visit the [Get Out the Count page](#) to view the following materials:

- Messaging
- Scripts
- Materials
- Flyers
- Toolkits and guidance
- Creative
- Fact sheets

California is the hardest-to-count state in the nation, with a large, diverse population, and a high number of people considered traditionally hard-to-count, including recent immigrants, people who lack high-speed Internet access, and people with limited English proficiency.

The campaign continues to remind all Californians that they can respond to the Census online at <https://my2020census.gov>, by phone by calling the number available below, or by mail if they received a paper form. The Census is confidential and secure. Information is not shared with any other government agency. Most importantly- the Census is a count of everyone living in the country today, regardless of their status. There is no citizenship question and every single Californian has a right to be counted.

For more information about the U.S. Census Bureau's NRFU operation, including how to identify an official Census taker, please click [here](#).

###

The California Complete Count – Census 2020 Office

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. California leaders have invested \$187.2 million toward a statewide outreach and communication campaign. For more information, please go to <https://californiacensus.org/>.

DATA: To see data on response rates and hard-to-count characteristics in cities, counties, congressional and legislative districts in California, please visit:

<https://cacensusreporter.azurewebsites.net/responses.html> You can also visit the interactive self-response rate map at <https://census.ca.gov/>.

FILL OUT THE FORM BY PHONE: 844-330-2020

###

COUNTDOWN SOCIAL MEDIA POSTS

Graphics	Copy
<p>Post 1</p> 	<p>Our community is a big reason to complete the #2020Census!</p> <p>The time is now! Just a few minutes will make a difference for the progress of our community.</p> <p>Go to my2020census.gov, call 844-330-2020 or by mail.</p> <p>#EveryoneCounts</p>
<p>Post 2</p> 	<p>Don't let them count you out! Complete the Census so you and your family get the funding they deserve.</p> <p>Go to my2020census.gov, call 844-330-2020 or by mail.</p> <p>#ICount</p>
<p>Post 3</p> 	<p>Let our count be heard. The Census is confidential and ensures funding for healthcare and education programs. Get counted now!</p> <p>Go to my2020census.gov, call 844-330-2020 or by mail.</p> <p>#EveryoneCounts</p>
<p>Post 4</p>	<p>Time is running out to make an impact on the funding for the next 10 years for your community!</p>

**TAKING
JUST A FEW
MINUTES
HELPS SECURE
A BETTER
TOMORROW
FOR YOUR
CHILDREN
& NEIGHBORS.**



Your information is secure & confidential.
Complete the Census today!
Visit [My2020Census.gov](https://my2020census.gov) or (844) 330-2020

Take a few minutes to complete the Census – it's safe, secure and drives critical dollars into education and health care programs.

Go to my2020census.gov, call 844-330-2020 or by mail.

#EveryoneCounts

Post 5

**9 PREGUNTAS
FÁCILES**



Completa el Censo hoy.

No hay pregunta de la ciudadanía.

[MY2020CENSUS.GOV](https://my2020census.gov)
O (844) 468-2020



9 simple questions = the next 10 years. Prioritize our future and complete the Census. Just a few minutes will make a huge difference for our children, families and communities.

Complete the #2020Census by going online at my2020census.gov.

#EveryoneCounts

Spanish:

9 preguntas simples = los próximos 10 años. Que nuestro futuro sea primero, completa el censo. Solo unos minutos pueden hacer una gran diferencia para nuestros hijos, familias y comunidades.

Aprende más en nuestro sitio web:
my2020Census.gov.

#CuentaConmigo

Post 6



**DON'T WAIT UNTIL
THE LAST MINUTE!**
Take the 2020 Census, today!

My2020Census.gov
844-330-2020
Or Via Mail

Don't wait until the last minute! Fill out the Census today- just a few minutes will help secure funding for the next 10 years for programs that matter to your family and neighborhood.

Complete the form at my2020census.gov, call 844-330-2020 or submit it by mail.

#EveryoneCounts

Post 7

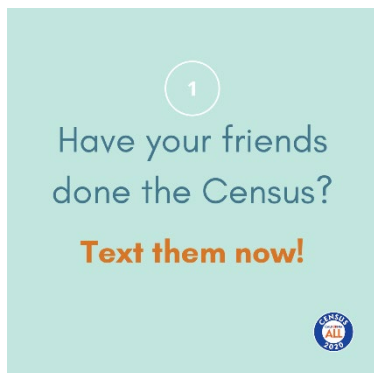
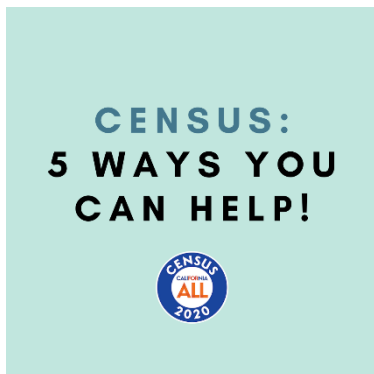


Just a few minutes makes a huge difference in your family's future— help secure funding for the next 10 years for programs that matter to your family and neighborhood.

Go to my2020census.gov, call 844-330-2020 or by mail.

#EveryoneCounts

Post 8



Filled out your Census already 👍? Help get your friends and family to complete theirs too! Here are 5 things you can do NOW to get everyone to complete their Census! It only takes a few minutes. Do it TODAY!

Go to my2020census.gov, call 844-330-2020 or do it by mail.

#EveryoneCounts

3

Have you checked in on your
Tia Rosita? Give her a call,
tell her about the Census.

What are you waiting for?



**DO THE
CENSUS
TODAY!**



my2020census.gov



844-330-2020



Return by mail

Takes just a few minutes!



4

Show us your style!
Take a Census selfie.

Make it official!



5

We know you're online right
now! Email your coworker to
to take the Census.

**Give them some online
encouragement!**



Post 9



Don't let them count you out! Complete the Census so you and your family get the funding you deserve.

Go to my2020census.gov, call 844-330-2020 or by mail.

Complete the form at my2020census.gov, call 844-330-2020 or submit it by mail.

#EveryoneCounts

Post 10

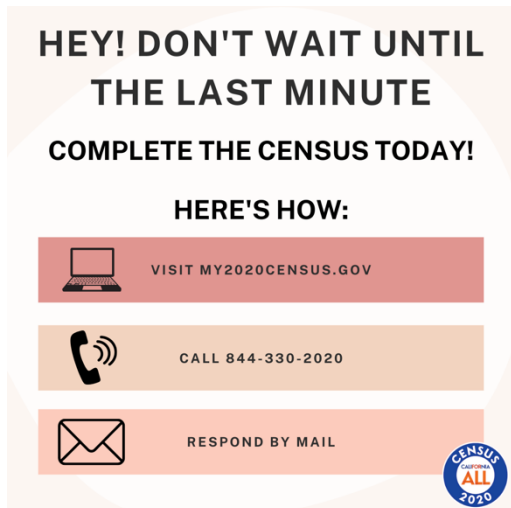


Time is running out to make an impact on the funding for the next 10 years for your community! Take a few minutes to complete the Census – it's safe, secure and drives critical dollars into education and health care programs.

Go to my2020census.gov, call 844-330-2020 or by mail.

#EveryoneCounts

Post 11



Don't wait until the last minute! Fill out the Census today- just a few minutes will help secure funding for the next 10 years for programs that matter to your family and your community.

Complete the form at my2020census.gov, call 844-330-2020 or submit it by mail.

#EveryoneCounts

Post 12

The Census counts everyone regardless of their background or immigration status.



Complete the form NOW at my2020census.gov, call 844-330-2020 or submit it by mail.

#EveryoneCounts

COUNTDOWN RESOURCES



HEY CALIFORNIA!

THE TIME IS NOW TO COMPLETE THE CENSUS!

**VISIT [MY2020CENSUS.GOV](https://my2020census.gov)
OR CALL 844-330-2020**

**FOR RESOURCES
VISIT: [CENSUS.CA.GOV/GOTC](https://census.ca.gov/GOTC)**

You will find:

Messaging and scripts

Flyers

Toolkits and guidance

Creative

Fact sheets



Want access to Census resources and materials?

Visit census.ca.gov/GOTC for items like messaging and scripts, flyers, toolkits, creative, video ads and more!

Have questions about content on the GOTC page?

Contact communications@census.ca.gov