



4TH OF JULY OUTREACH QUICK GUIDE

A short toolkit promoting Census 2020 participation
as a celebration of democracy in your community



Prepared by:
NC Complete Count Commission for Census 2020

How to Use This Toolkit:

Step 1

READ THE INTRO

Find out what this toolkit is, who it's for, and how to use it

Step 2

GET A CENSUS REFRESHER

Remind yourself of census basics – what it is and why it matters

Step 3

REVIEW OUTREACH TIPS

Read over best practices for having an impact

Step 4

USE SAMPLE RESOURCES

See examples and printable materials to support your outreach efforts

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INTRODUCTION

What this toolkit is and who it's for

Hello and thanks for your interest!

This toolkit was developed by members of the NC Complete Count Commission, a group appointed by Governor Roy Cooper to increase awareness and understanding of the 2020 Census and encourage the participation of North Carolinians through education and outreach. **It provides tips and guidance on how to turn 4th of July celebrations into a 2020 Census promotional opportunity.**

This toolkit is specifically targeted toward local city and county Complete Count Committees, but it can be used by anyone who wants to do their part in encouraging a full and accurate census count. **Ideally, those using this toolkit are well-positioned to reach various members of their community through one-on-one conversations and local events.** Your efforts will help to ensure your neighbors get their fair share of funding and representation through for the next decade.

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CENSUS 101

What, why, and when

Once a decade, the U.S. Census Bureau conducts a head count of every person living in the United States. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community's vital programs. Census Day is April 1, 2020.

A printable version of 'Census 101' by the U.S. Census Bureau is available in the Resources section of this guide.

It's mandated in the Constitution.

The U.S. Constitution requires a census every 10 years.

Everyone counts.

The census is meant to count every person living in the U.S. once, only once, and in the right place.

It means \$16 billion to North Carolina.

Census data determine the federal funding available to support vital programs at the state, county, and community levels. Local governments and businesses rely on the data to evaluate and serve communities.

CENSUS 101

What, why, and when (cont.)

It's about fair representation. Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

Your data are confidential. Your answers can only be used to produce statistics. By law the Census Bureau cannot share your information with immigration enforcement, law enforcement, or allow it to be used to determine eligibility for government benefits.

It's about redistricting. After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

We all use the data. Residents use the census to support community initiatives involving legislation. Businesses use it to decide where to build factories, offices, and stores. Local government officials use the data to ensure public safety and plan new schools and hospitals. Real estate developers use it to plan new homes and improve neighborhoods over the next decade.

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TIPS FOR OUTREACH

How to make an impact

The Census Bureau has created a **Community Outreach Toolkit**, available in the Resources section of this guide, that lays out a full process for effective community engagement. To keep things quick, here are some primary points:

- **Keep it simple.** Use simple language and lots of pictures and graphics.
- **Prompt people to make a plan.** Ask individuals to plan specific details of completing a census-related task (i.e. number of people that they will contact, time of day they will fill out the form.)
- **Make it personal.** Show the audience why they care about the census by citing specific examples of ways the census is used that matter to or include them.
- **Make it social.** We are strongly influenced by what those around us do, so use social media and influential figures in your community to set an example for others to follow in promoting the census.

TIPS FOR OUTREACH

How to make an impact

You'll be using the 4th of July to remind your audience of the fact that completing their 2020 Census form is a way of protecting and promoting American democracy. This means that an important outreach factor – **good timing** – is already built into your plan.

Be sure to consider other factors that may be relevant to your audience, like the **messenger** sharing your materials (either in-person or through other means, like an opinion piece in the local paper). Whose opinion matters to those you want to reach?

If you'll be doing your 4th of July promotion in-person at a community event, consider the specifics of the location. Is there a spot where more families are likely to see you? **Context** is also important. If the event is themed around the establishment of America in 1776, be ready to mention that the first census was conducted in 1790, because the Founding Fathers recognized the importance of an accurate count.

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RESOURCES

Sample materials to get you started

Social Media Accounts to Follow



@NCCensus @NALEO
@NCCounts @NCChild



@Nccensus
@NCchildorg
@naleo.org

Hashtags

#MakeNCCount

This is the official hashtag of NC Complete Count efforts

#Census2020

#NCcensus

#HagaseContar

#CountAllKids

#Make2020Count

RESOURCES

Sample materials to get you started

Sample Facebook Post

Happy Independence Day!

Remember today that completing the census is a patriotic responsibility that has huge implications for every person living in North Carolina. The count helps determine all sorts of things, including how many seats our state will get in the U.S. House of Representatives, the number of state legislative districts needed, how much federal funding is allocated to the state and local areas, and which communities need a new elementary school, grocery store, hospital, or highway. Spread the word about the importance of the #Census2020 today – it's our patriotic duty!

Sample Tweet

Our democracy relies on the #Census. An accurate count means adequate representation in Congress, billions for #NC in federal funding, and more free and fair elections. Remind your neighbors of the importance of #Census2020 today - it's your patriotic duty!
#Happy4th #MakeNCCount

RESOURCES

Sample materials to get you started

Sample Blog Post

On July 4, 1776, the delegates to the Second Continental Congress signed the Declaration of Independence.

Most Americans know that the signing of this document was the first step toward forming the United States of America and eventually establishing the rights and freedoms that “We the People” enjoy today. A lesser known fact is that another important document signed only a decade later – the U.S. Constitution – mandates a decennial census. Article 1, Section 2 of the Constitution requires an “actual enumeration” be made every ten years – meaning every single resident of the United States must be counted.

Completing the census is a patriotic responsibility that has huge implications for every person living in the U.S. The census count helps determine everything from how many seats each state gets in the U.S. House of Representatives, the number of state legislative districts needed, how much federal funding is allocated to states and localities, and which communities need a new elementary school, hospital, or highway.

Though Census Day (April 1, 2020) may seem far away, there is a lot of preparation that must take place to ensure every resident is counted once, only once, and in the right place. Here are a few ways you can show your love of country this Independence Day by helping #MakeNCCount:

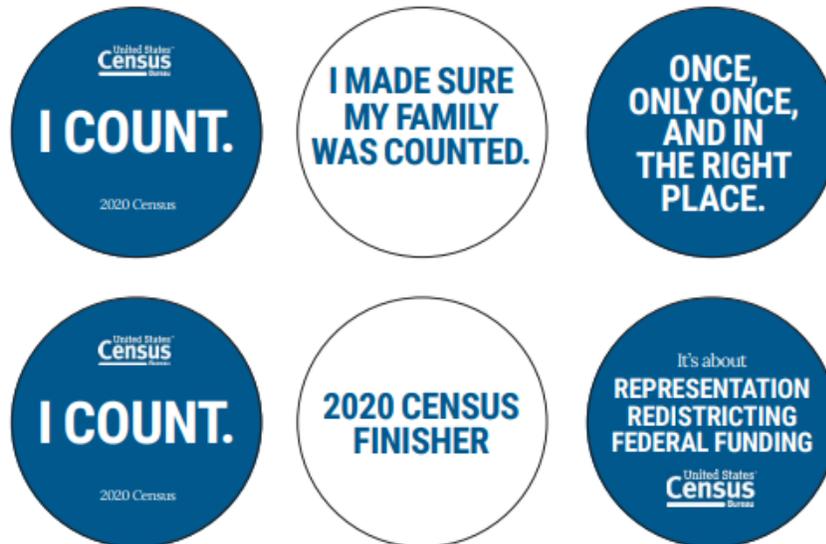
- Advocate for the creation of a Complete Count Committee in your county so that local stakeholders can work together to ensure no one gets missed in 2020.
- Encourage your local schools to participate in 4th of July activities that introduce students to the census and why it’s so important for their household to be counted.
- Spread the word about available Census jobs so these good-paying jobs go to people in your community.

RESOURCES

Sample materials to get you started

Campaign Materials

[Click to Download](#)
[Printable Stickers from Census Bureau – p.20](#)



[Click to Download](#)
[Campaign Posters from NALEO – p.16](#)



PLEDGE POSTER
(Print-ready, 17" w x 11" h)



RESOURCES

Sample materials to get you started

Additional Resource Documents

U.S. Census Bureau – [Census 101 Fact Sheet](#)

Gives a general, 2pg overview of what the census is and why it matters, with lots of pictures and little text.

U.S. Census Bureau – [Community Outreach Toolkit](#)

Explains in detail all of the points covered in this guide, and includes many more examples to implement strategies based on the beliefs about the census that may be held by your target audience.

U.S. Census Bureau – [2020 Census Complete Count Committee Guide](#)

Serves as the reference text for local Complete Count Committees. If your area has a committee they should be reading it, and if they don't, you can read this to help get one started.

N.C. Complete Count Commission – [Make NC Count 2020 Census Fact Sheet](#)

A brief one-pager on the importance of the census count in North Carolina.

The George Washington University – [Counting for Dollars: North Carolina](#)

A fact sheet that displays the Census-based federal funding amounts to North Carolina for 16 large federal assistance programs.

4TH of JULY EVENTS

Opportunities to spread your message

We've found 4th of July events scheduled in the following cities/areas. **If you don't see your area listed, that does not indicate that Independence Day festivities aren't planned nearby.**

Check your local paper and news station for information about other places you can set up a booth, talk with neighbors, or otherwise spread the word about Census 2020. Let's #MakeNCCount!

[Asheville](#)

[Banner Elk](#)

[Charlotte](#)

[Edenton](#)

[Greensboro](#)

[Southport](#)

[Triangle Area](#)

[Wilmington](#)