

#YWomenCount

YWCA 2020 Census

How to Get Out The Count

What is #YWomensCount?



#YWomensCount is YWCA's national campaign to support the 2020 Census. YWCA is a trusted voice to some of the most vulnerable communities in the country. Through this campaign we will leverage this position of trust to make sure those communities are counted fairly and accurately in 2020.

A full, fair, and accurate census, and the collection of useful, objective data about our nation's people, housing, economy, and communities, is vitally important to the strength and stability of our nation. Further, a full, fair, and accurate census is crucial to securing the strength and vitality of YWCAs, like yours, and other nonprofit organizations that receive federal funding to provide domestic violence, child care, housing, nutrition, health, and other critical services in communities throughout the United States. Still further, women, girls, and families who may access federally-supported, life-saving services offered by YWCA are at risk of not being counted and missing out on the services they need.

As in so many facets of our society, marginalized communities have been disproportionately undercounted in the U.S. Decennial Census. These "hard-to-count" groups have historically included communities of color, young children of color, immigrant communities, persons experiencing homelessness, formerly incarcerated individuals, those living below the poverty line, and many other marginalized communities and identities. As in all of YWCA's work, we center women, children, and families from these very same hard-to-count communities.

YWCA is taking up the fight: together we can ensure a full, fair, and accurate census. As a trusted voice in our communities, we must openly support the completion of a full, fair, accurate, safe census, provide accurate information and dispel fears caused by fear-mongering and inaccurate information, and work with other community leaders to reach hard-to-count community members. Promoting an accurate census gets to the very heart of YWCA's mission: eliminating racism, empowering women and promoting peace, justice, freedom and dignity *for all*.

We only have one shot at the Census every 10 years—YWCA must take the 2020 Census as a call to action—a call to engage every community we reach, every staff member, and every individual we serve. Thank you for joining the YWCA #YWomensCount initiative!

How to Use this Guide:

In this Get Out the Count (GOTC) Guide we have provided information, suggestions, and tools to help you engage your community around the 2020 census. The guide is broken into two main sections:

(i) **How to Get Out the Count:** learn the various ways you can support your community in participating in the 2020 census.

(ii) **GOTC Tools:** download YWCA branded resources and materials to educate and inform your communities around the census.

As you work your way through this guide, think about the GOTC resources that would best serve your community and your census goals. If you have not made plans for engaging your community or set census goals, please check out the [Plan Your Census Guide](#) and [Creating Your Census Plan Webinar](#). If you have questions about GOTC, check out our [Get Out the Count webinar](#). Please feel free to engage YWCA USA and other YWCAs in the Census Community on the YWCA Intranet.

For additional support and resources:

1. The YWCA [Getting Started Guide](#) and [Introductory Census Webinar](#).
2. U.S. Census Bureau 2020census.gov
3. Census Counts Campaign censuscounts.org
4. Contact Natalie Cone (ncone@ywca.org) and Lily Eisner (leisner@ywca.org).

How Do I Get Out the Count?

There are many ways to get out the count, big and small. Although not every YWCA has the capacity to lead a Census Workshop or chair a Complete Count Committee, every YWCA can support a full, fair, and accurate 2020 Census. The following are suggestions for YWCAs to get involved in GOTC from the lightest lift engagement to the heaviest lift engagement.

Tier 1

Light outreach and internal YWCA census education

- ❑ Join the open [YWCA USA Census Community](#) on the YWCA intranet to get updates and find out about census engagement opportunities.
- ❑ Use the [getting started guide](#) to learn about Census 101 and educate your staff, board, and volunteers about the census. Train your staff to answer basic questions and explain why it is important to participate.
- ❑ Show your support for a full, fair, and accurate census on social media. Use YWCA's hashtag “#YWWomenCount” to get out the word about the 2020 Census!
- ❑ Hang [YWCA Census Posters](#) around your YWCA!
- ❑ Print and have [Census FAQ one-pagers](#) and [YWCA factsheets](#) available at your front desk for your clients.

Tier 2

Medium outreach and census education to clients and community

- ❑ Hand out [YWCA Pledge to Count cards](#) at YWCA programs.

- ❑ Distribute [YWCA Census posters, fact sheets, stickers, and buttons](#) at meetings, events, and community gatherings to encourage community members to get counted.
- ❑ Find and connect with your local [Complete Count Committee](#). (read more about partnerships in our [getting started guide](#).)
- ❑ Organize! Check to see if any of your community partners are getting involved in census education. If not, suggest that you make it a shared priority. (read more about partnerships in our [getting started guide](#).)
- ❑ Make a public statement about your support for the census by issuing a press release, letter to the editor, and/or radio announcement.

Tier 3

Advanced outreach and engagement through census activities and events for external community

- ❑ Consider setting up a station for community members to fill out the census online at your YWCA.
- ❑ Host a Pledge to Count Drive! Use the YWCA [Pledge to Count Cards](#) to get members of your community to pledge to count. Then follow-up with community members to make sure they have filled out the census by April 1, 2020.
- ❑ Sponsor or co-sponsor a census event with your local U.S. Census Office, Complete Count Committee, or community partners.
- ❑ Host a census event: Check out the Stand Against Racism [getting started guide](#) for guidance on how to host an event
- ❑ Plan and host a National Census Day party on April 1, 2020, where you educate your community about the census and encourage them to complete it.

***For specific service provider checklist, please see our [Plan Your Census Guide](#)**

Get Out The Count Tools and Materials

Pledge to Count Cards

Pledge to count cards are a great resource to use to engage your audience around the census. You can use these cards while tabling and at events to talk about the 2020 census. Pledge cards are also great for building your list of supporters to engage around your other civic engagement activities.

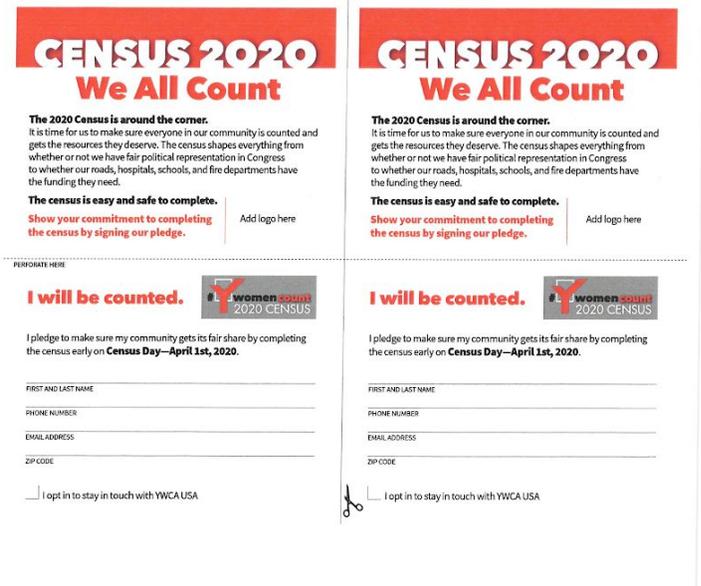
We have provided two versions of the postcard. The first postcard has the YWCA logo. The second postcard can be customized with your local YWCA logo. Please download the pledge cards here:

- [Pledge to count card with YWCA logo](#)
- [Pledge to count card with customized logo](#)

All YWCAs that have signed up to participate in #YWWomenCount will receive a stack of pledge to count cards in the mail.

How to use pledge to count cards:

1. Identify an event to use your pledge to count cards.
2. When engaging your audience explain the importance of the 2020 census, share the pledge to count card. Have the person complete the bottom of the card. Tear at the center of the card, keep the bottom half and give the person the top half.
3. Organize your stack of completed cards and enter the data into a database, spreadsheet, or your email list.
4. Follow-up with the people who signed up to see if they completed the census or if they need assistance.



Census Fact Sheet

The census fact sheet contains the answers to the most common questions about the census. YWCAs can use this factsheet to inform their community at events, while tabling, and also have at all their program sites. There are several versions of this flyer with different images at the top of the page. YWCAs should use the flyer that best represents the communities they serve.

Flyers are available for download [here](#).



YWCA and the 2020 Census
The 2020 Census is extremely important to us at the YWCA. The census is not just a head count, but determines political representation, allocation of more than \$675 billion in state and federal funding to communities each year, and so much more. This, your family, and your community deserve representation and resources.

What is the census?
Every 10 years, the U.S. Census Bureau conducts a census to determine the number of people living in the United States.

What will the census ask?
The census asks for basic personal information, such as name, relationship to head of household, gender, age, birthday, Hispanic or Latin origin and race, and status as a homeowner or renter.

Who gets counted?
Everyone counts. The census counts every person living in the U.S., once, only once, and in the right place. Every person, including babies and children, residing in the household needs to be included on the form in order to be counted.

How do I fill it out?
In March 2020, most households will receive an invitation from the U.S. Census Bureau with instructions to respond. You will have the option to complete the form online, by mail or via phone.

How is census information used?
Census data is used to determine representation in the government, allocate federal funds, create jobs, provide housing, fund K-12 education, prepare for emergencies and build schools, roads, hospitals, libraries, and so much more.

Census and elections
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

Census and information safety
Federal law protects your census responses. Your answers can only be used to produce statistics. By law your information cannot be shared with immigration enforcement agencies, law enforcement agencies, or be used to determine your eligibility for government benefits.

Language assistance
available in 12 non-English languages.
Paper forms: English and Spanish. Telecommunication help for people who are deaf or hard of hearing.
Language guides (braille and print): 59 non-English languages, including American Sign Language, Braille and large print.

Key Dates 2020
March 12 - 20
An invitation to respond online to the 2020 Census will arrive in the mail to your household. (Some households will also receive paper questionnaires)
March 16 - 24
You will receive a reminder letter from the U.S. Census Bureau. Or you can write. You will receive a reminder letter.
April 1
National 2020 Census Day
If you have not responded yet:
March 24 - April 1
You will receive a reminder postcard
April 8 - 16
You will receive a reminder letter and paper questionnaire
April 10 - 27
A final reminder postcard will arrive before the Census Bureau will follow up 11 person
July 2020
Self-response deadline
December 11
Census Bureau delivers count to President

WE ALL COUNT. EVERYONE.
Participate in the 2020 Census.



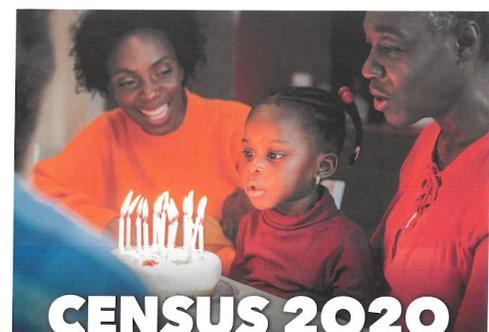
For more information
visit ywca.org
#YWomensCount

eliminating racism
empowering women
ywca

Census Posters

The YWCA census poster is a great resource for YWCAs to show their support for the 2020 census. YWCAs can hang this poster in the lobby of their sites or even print it as a flyer. There are several versions of this poster with different images at the top of the page. YWCAs should use the poster(s) that best represents the communities they serve.

Flyers are available for download [here](#).



CENSUS 2020 We All Count

Every 10 years, the U.S. Census Bureau conducts a census to determine the number of people living in the United States.

The 2020 Census is extremely important to us at the YWCA. The census is not just a head count, it determines political representation and allocation of more than \$675 billion in state and federal funding to communities each year.

Federal law protects your census responses. Your answers can only be used to produce statistics.



You, your family, and your community deserve representation and resources.

WE ALL COUNT. EVERYONE.
Participate in the 2020 Census.

For more information
visit ywca.org
#YWomensCount

eliminating racism
empowering women
ywca

Census Stickers

The YWCA census stickers are another resource that can be used to raise awareness of the 2020 census. Stickers can be used at events, to give away, and can also be worn by staff when doing census education activities.

There are several stickers available for download.

Please see the different versions below:

- [Ask me about the census stickers](#)
- Count me in stickers
 - [With YWCA logo](#)
 - [With #YWomensCount logo](#)
- Children count too stickers
 - [With YWCA logo](#)
 - [With #YWomensCount logo](#)
- [#YWomensCount logo stickers](#)
- [#YWomensCount and YWCA logo stickers](#)
- [All YWCA census stickers](#)

Census stickers should be printed on Avery 2” round labels (Product #22807).

