CENSUS 2020: We All Count.

#YWOMENCOUNT
2020 CENSUS TOOLKIT

eliminating racism
empowering women

ywca
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A Message from Our CEO, Alejandra Y. Castillo

At YWCA, we are doing the work of justice everyday – through our advocacy, our leadership, and our on-the-groundwork across America. We have been on the forefront of the most pressing social movements for more than 160 years – from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, we serve over 2 million women, girls, and their families through a network of over 200 local YWCA associations in over 1,300 communities across 45 states and the District of Columbia. Across our vibrant network, YWCAs – and the people we serve – rely on a full, fair, and accurate census. As articulated in the U.S. Constitution, the U.S. Census is used as the backbone of our representative democracy. Moreover, the U.S. Census is used to allocate over $675 billion in federal funding (not to mention state funding) for vital services and organizations such as schools, hospitals, housing providers, services for people in poverty, and YWCAs, as well as enforce the civil rights.

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 YWCAs are at risk of not being counted and missing out on the services they need.

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 fearmongering 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. This is only possible with a full, fair, and accurate census.

This resource guide is intended to provide the vital tools and resources YWCAs need to join the fight for a full, fair, and accurate 2020 Census. The resources in this guide are tailored for YWCA’s use and combine information from the Census Bureau and partner organizations. Flip through to find Census 101, downloadable tools and resources, thought-provoking worksheets, and sample social media.

At YWCA, we are eliminating racism and empowering women. We will get up and do the work until injustice is rooted out, until institutions are transformed, until the world sees women, girls, and people of color the way we do: Equal. Powerful. Unstoppable.
What You Should Know About the 2020 Census

**CENSUS 101**

**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. You, 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 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**
**Online form:**
12 non-English languages.

**Paper form:**
English and Spanish. Telecommunications help for people who are deaf or hard of hearing.

**Language guides (video and print):**
59 non-English languages, including American Sign Language, Braille and large print.

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**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 26 – April 3**
You will receive a reminder postcard

**April 8 – 16**
You will receive a reminder letter and paper questionnaire

**April 20 – 27**
A final reminder postcard will arrive before the Census Bureau will follow up in person

**July 2020**
Self-response deadline

**December 31**
Census Bureau delivers count to President
HARD TO COUNT POPULATIONS

Individuals and communities that the census disproportionately has trouble reaching and enumerating are called “hard-to-count.” Some communities are repeatedly undercounted by the U.S. census causing a recurring challenge for the Census Bureau, as well as all the entities that rely on an accurate count. Unfortunately, the communities who are undercounted by the U.S. census incur detrimental impacts such as disproportionately low federal funding, under-representation in federal, state, and local government, and insufficient civil right protections.

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.

At YWCA, we center women, children, and families from these hard-to-count communities: communities of color, women and children of color, persons experiencing homelessness, immigrant communities and families, survivors of domestic violence, and other marginalized individuals and groups. Because of the invaluable services YWCAs provide, YWCA leaders serve and interact with these individuals and communities every day. Moreover, almost half of our YWCAs are located in hard to count Census tracts and even more are located in cities, towns, and counties, with many hard to count communities.

YWCA is not only a trusted messenger in these communities but is often a safe place and even a home to these individuals. Thus, YWCAs are unparalleled in their ability to ensure the participation of these communities in the 2020 Census.

According to the U.S. Census Bureau “hard-to-count” groups include:

- Children under five years old
- Communities of color
- Non-English speakers
- Persons experiencing homelessness
- Low-income persons
- Immigrant communities and families
- Highly-mobile persons
- LGBTQ persons
- Persons who distrust the government
- Persons with mental or physical disabilities
HOW TO STAY C3

What counts at lobbying and what does not?

The good news is that 501(c)(3)s can safely participate in census advocacy. When doing so, however, organizations should be aware of which types of census advocacy activities may count as lobbying. Public charities must count their lobbying toward their IRS lobbying limit. And while private foundations are effectively prohibited from lobbying, there are many non-lobbying avenues for census advocacy available to private foundations and other nonprofits.

Nonprofits can get involved in census advocacy by advocating for adequate funds for census outreach at the federal, state, and local level, calling for the formation of or participating in complete count committees, and joining census working groups. Finally, nonprofits can participate in census outreach themselves to support the full count of their communities. Several of these options are described below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Ok for C3s?</th>
<th>Lobbying?</th>
</tr>
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<tbody>
<tr>
<td>Advocate for Increased Funding for Census Outreach at the Federal and State Levels</td>
<td>Advocating for increased funding for census outreach is just like advocating for any other bill or funding increase; it is ok for C3 organizations to do but must be limited and counted as lobbying hours. Read more about counting lobbying hours here!</td>
<td>Yes!</td>
<td>Yes!</td>
</tr>
<tr>
<td>Advocate for Change Through Complete Count Committees</td>
<td>Your 501(c)(3) may have many different ideas it wants to discuss with complete count committees. The question of whether such advocacy would constitute lobbying would depend on whether you are expressing a view about specific legislation – such as a specific state budget allocation. Since the committee is composed of government officials, communicating with them about specific legislation would be lobbying even though they are not the legislators that vote on the legislation. This is because, as a governmental body, they may participate in the formulation of legislation by giving their opinion to the legislature. However, communicating with them about issues that don’t have to be voted on by the legislature, such as the details of outreach plans, would not be considered lobbying under IRS rules, since those plans are not legislative in nature.</td>
<td>Yes!</td>
<td>Probably Not!</td>
</tr>
<tr>
<td>Join Census Working Groups</td>
<td>Census working groups are a great place to get together with partners and leaders in your community! Because you are not advocating on any piece of legislation this would not be considered as lobbying and does not need to be counted as a part of your C3 lobbying hours.</td>
<td>Yes!</td>
<td>No!</td>
</tr>
<tr>
<td>Do Census Outreach in Your Community</td>
<td>Census outreach is a vital part of any census involvement. Because this outreach does not touch on any piece of legislation it is not considered lobbying and does not need to be counted as a part of your C3 lobbying hours.</td>
<td>Yes!</td>
<td>No!</td>
</tr>
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Read more about staying C3 at Bolder Advocacy!
Resources to Get Out the Count

PARTNERSHIPS AND THE 2020 CENSUS

“The census is one of the few national activities the American public does together — it’s the largest peacetime mobilization in our country, and it’s a cornerstone of our democracy.”
— Dr. Steven Dillingham, Census Bureau director

By definition, no one can do the census alone. For successful census mobilization, community-based organizations, local governments, and community members must come together to reach hard to count individuals, families, and neighborhoods. Creating strong, sustainable partnerships is an invaluable tactic for any YWCA interested in census work.

There are many ways YWCAs can create partnerships:

(i) **Join a Complete Count Committee**: Complete Count Committees are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 census. Read more about these committees below.

(ii) **Connect with Partner Service Providers**: Make connections with similar service providers in your community to see how they are engaging in census work and talk about strategies and tactics that may work for the specific communities you serve. Read more about specific suggestions for some service providers areas of service providing below.

(iii) **Strategize community advocacy partners**: Reach out to groups and organizations that you have worked with in the past on campaigns like Week Without Violence and Stand Against Racism. Share resources, talk about strategy, and plan shared Census events.

(iv) **Connect with field-teams of National and State Census Organizations**: Check out the Census Bureau regional offices, and the Leadership Conference regional list to connect with efforts in your region, state, or locality.

**Make a commitment to work with community partners.** Partnerships can help you reach hard-to-count individuals and families this 2020 Census.
COMPLETE COUNT COMMITTEES

Complete Count Committees (CCCs) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

Benefits of a Complete Count Committee:
- CCCs speak the language and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.
- The CCCs will help ensure an accurate 2020 census count.
- The CCCs gain valuable knowledge about the census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.
- The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

Joining a Complete Count Committee is as easy as 1, 2, 3:

1. Find out if your community has a Complete Count Committee. Take a look at the Census Bureau’s Complete Count Committee interactive map.
2. Contact the CCC point of contact to see how your YWCA can get involved in your community’s CCC and other community wide efforts to support a complete 2020 Census.
3. Download the Census Bureau’s 2020 Complete Count Committee Guide to learn about what CCCs can do in their communities to support a fair and accurate 2020 Census.
HOW TO GET INVOLVED

There are many ways to get involved in the Census, 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.

• 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 #YWomenCount 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 factsheet available at your front desk for your clients.

Tier 2

• 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

• 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.
Service Provider Specific Checklists:

### Domestic Violence Service Providers

Survivors of domestic violence face unique challenges and barriers to filling out the census, making it crucial that trusted community providers help encourage census participation among this hard-to-count group. The overlap of domestic violence and sexual assault with poverty and homelessness; survivors’ reluctance to share personal information due to fear for their safety; and the Census Bureau’s reliance on inadequate data collection methods like the Service Based Enumeration (SBE), make survivors and their children an incredibly vulnerable group to undercounting in the 2020 Census.

The stakes are high: undercounting of this vulnerable population in the 2020 census will result in lower funding levels for essential federal funding streams, thereby undermining considerable progress in preventing domestic and sexual violence and addressing the needs of survivors.

**Still Want to Know More? Check Out these Resources from the Census Counts Resource Library:**
- Counting People Experiencing Homelessness
- Why the Census Matters for People with Disabilities

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
</tr>
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<tbody>
<tr>
<td>Use information from this toolkit to talk with the survivors you serve about the importance and safety of filling out the census.</td>
<td>Organize! Check to see if any of your community partners or other domestic violence service providers are involved in census education. If not, suggest that you make it a shared priority.</td>
<td>Set up a census computer station for survivors to fill out the census online at your service location.</td>
</tr>
<tr>
<td>Hang the YWCA Census Posters</td>
<td></td>
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<tr>
<td>Print and have census 101 one-pagers from the Census Bureau Toolkit and the YWCA census factsheet available at your front desk for your clients.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get in touch with your local census office. Make sure that your service location is going to be counted as a part of their SBE.</td>
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The 2010 census missed nearly one in ten children aged 0-4, or about 2 million children. Young children had by far the worst undercount of any age group. The children that are missed most often are children of color. Thus, children who are already disproportionately poor and most in need of strong communities and services are likely to get less than their fair share of federal and state dollars and adequate services in their communities.

YWCAs across the nation serve more than 440,000 children annually, positioning our YWCAs as trusted voices to families. In fact, according to research done by our partners at NALEO Education Fund, people who speak for “the children” or “the schools” are especially respected messengers to individuals and families in the Lantinx and other hard-to-count communities. YWCAs – and particularly YWCAs that provide child and after/before school care – can make a huge impact in ensuring that young children are counted in the 2020 Census.

Still Want to Know More? Check Out these Resources from the Census Counts Resource Library:

- Undercount of Young Children
- Census “Statistics in Schools” Resources for Educators

Tier 1

- Use information from this toolkit to talk with parents and caregivers about the importance and safety of filling out the census.
- Hang up the YWCA Census Posters.
- Print and have Young Children FAQ and Children Count one-pagers available at your front desk for your clients.

Tier 2

- Hand out YWCA Pledge to Count cards at YWCA programs.
- Organize! Check to see if any of your community partners or other child care providers are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- Run a census-education activity with the children you serve using the Statistics in Schools resources and this Census-themed coloring book.
- Host a census awareness or National Census Day party, where you invite parents and children to your organization to learn more about the census and to complete their census forms.
Housing Service Providers

Persons experiencing homelessness are consistently undercounted by the U.S. Census, for a myriad of reasons including: difficulty finding and reaching individuals experiencing homelessness, fear and distrust of the government, limited access to the internet, and the incredibly diverse nature of this population. Moreover, Census Bureau’s reliance on inadequate data collection methods like the Service Based Enumeration (SBE), and Enumeration at Transitory Locations (ETL) make persons experiencing homelessness an incredibly vulnerable group to undercounting in the 2020 Census.

Many of the services that individuals experiencing homelessness access, such as Section 8 Housing Assistance, rely on a full, fair, and accurate census. YWCAs, as trusted service providers, are perfectly positioned to address the needs of individuals experiencing homelessness in their unique communities. A one size fits all approach will not work: the diverse homeless population needs community-based organizations, like YWCAs, to ensure they are counted fully, fairly, and in the right place.

Still Want to Know More? Check Out these Resources from the Census Counts Resource Library:

- Counting People Experiencing Homelessness

Tier 1

- Use information from this toolkit to talk with the people you serve in your housing programs about the importance and safety of filling out the census.
- Hang the YWCA Census Posters that address the concerns of individuals experiencing homelessness around your YWCA!
- Print and have census 101 one-pagers from the Census Bureau Toolkit and the YWCA census factsheet available at your front desk for your clients.
- Get in touch with your local census office. Make sure that your service location is going to be counted as a part of their SBE.

Tier 2

- Organize! Check to see if any of your community partners or other service providers to the homeless are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- Set up a census computer station for people experiencing homelessness to fill out the census online at your service location.
Immigrant individuals, families, and communities are at particular risk of being undercounted in the 2020 census for several reasons including: limited English proficiency and the rise in negative political rhetoric and federal detention and deportation operations targeting the undocumented community. In fact, the Census Bureau’s own research in 2017 found unprecedented concerns among immigrants and those living with immigrants about responding to census takers’ questions, due to fear that the information might be shared with other government agencies and used against them or their loved ones.

YWCAs serve immigrant women, children and families across the country – more than 40,000 annually – and are trusted service providers and census messengers within this community. Because fear and distrust, and therefore the risk of undercounting, are so high in immigrant communities it is more important than ever that YWCAs embrace their position as trusted census ambassadors. We must share that the census is safe, and any information shared is confidential. Answers can only be used to produce statistics and cannot be used against a respondent by any government agency or court.

Still Want to Know More? Check Out these Resources from the Census Counts Resource Library and NALEO Education Fund:
- Debunking the Myths about the Citizenship Question
- Citizenship Question Factsheet

**Tier 1**
- Use information from this toolkit and from YWCA national partners to [debunk myths about the citizenship question](#).
- Hang the [YWCA Census Posters](#).

**Tier 2**
- Hand out [YWCA Pledge to Count cards](#).
- Make a public statement about your support for the census and debunk some myths about the risks of the 2020 Census for immigrants, by sharing support on social media, issuing a press release, writing a letter to the editor, and/or making radio announcement.

**Tier 3**
- Organize! Check to see if any of your community partners or other immigrant advocates are involved in census education. If not, suggest that you make it a shared priority. Need a place to start? Check out our [coalition building toolkit](#) from SAR 2019: No Hate No Fear.
College Campuses & Youth Empowerment Programs

Young people and college students are hard to count for several reasons: limited access to internet, difficulty in reaching highly mobile, and – notably – confusion. Are college students counted at their dorm or at their parents' home? Are international students counted in the U.S. Census? When it comes to the Census, knowledge is power!

YWCA's on college campuses and with youth empowerment programs, such as teen empowerment and STEM programs for young people, can help individuals and families count properly.

Still Want to Know More? Check Out these Resources from the Census Counts Resource Library:

- Census “Who to Count” Fact Sheet
- Census “Statistics in Schools” Resources for Educators
- Counting Everyone in the Digital Age

**Tier 1**

- Use information from this toolkit to talk with college students and youth you serve about the importance of filling out the census for them and their family.
- Hang the YWCA Census Posters
- Print and have Census Bureau college outreach one-pagers available for students

**Tier 2**

- Hand out YWCA Pledge to Count cards
- Organize! Check to see if any of your community partners or colleges and universities in the area are involved in census education. If not, suggest that you make it a shared priority.

**Tier 3**

- Run a Census-education activity with the students you serve using the Statistics in Schools resources!
- Host a census awareness or National Census Day party, where you invite college students to learn more about the 2020 Census.
- Set up a computer station for students to fill out the census online at your YWCA.
STEP 1: BRAINSTORM YOUR PLAN

WHO ARE THE PEOPLE AND COMMUNITIES YOUR YWCA SERVES?

WHY MIGHT THEY NOT PARTICIPATE IN THE CENSUS?

WHAT ARE POTENTIAL SOLUTIONS?

WHAT RESOURCES DO I HAVE AVAILABLE?

Internal

External
STEP 2: MAP OUT YOUR PLAN

WHAT ACTION WILL I TAKE TO ENGAGE MY COMMUNITY? (MAKE IT A SMART GOAL: STRATEGIC, MEASUREABLE, ACTIONABLE, REALISTIC, TIMEBOUND)

WHAT ARE THE CONCRETE STEPS AND SUBTASKS REQUIRED TO MEET THIS GOAL?

WHO WILL ASSIST IN CARRYING OUT THESE ACTIONS?
STEP 3: CREATE YOUR TIMELINE

NOVEMBER - DECEMBER 2019

JANUARY 2020

FEBRUARY 2020

MARCH - MAY 2020
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 #YWomensCount 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 card
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 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 to 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](#).

Census Poster
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 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)
Social Media Tools

BACKGROUND

On January 8, 2020, YWCA USA will launch #YWomenCount: 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 make sure those communities are counted fairly and accurately in 2020.

Together, we can ensure a full, fair, and accurate census. Let’s remind communities that we all count. Everyone. Learn more at www.YWomenCount.org.

WHAT’S THE PLAN?

Through the #YWomenCount social media campaign, we encourage you to utilize the #YWomenCount hashtag and resources to participate in digital efforts to uplift women's voices in our communities and networks. From YWCA staff and volunteers, to the children and parents who come to our child care centers, to the families that live in our communities – we know that everyone deserves to be counted in the 2020 census.

We want to make it possible and easy for you to support the census from wherever you are. We invite you to use this social media guide to share stories of #YWomenCount, celebrate a unified message, and amplify the voices of others engaging in the 2020 census!

HASHTAGS AND TWITTER HANDLES

Please use the hashtag #YWomenCount for anything on social media related to the 2020 census and YWCA’s national census campaign. You can also use 2020 census hashtags like #2020Census and #GetOutTheCount to join the national conversation!

Engage YWCA USA by tagging us @YWCAUSA or sharing our #YWomenCount posts on Twitter, Facebook, and/or Instagram.

GRAPHICS

Share the official #YWomenCount sharegraphics on social media to further amplify our census campaign. In addition to the graphics formatted for standard social media posting, we have also included some vertically-aligned images for your Instagram and Facebook story feature. The
images are designed in the same way as fillable signs. We encourage you to post them as a “story” on Facebook or Instagram and urge story viewers to screenshot the image and add their responses to the prompts. Check out our other #YWomensCount downloadables, such as banners, stickers, and pledge-to-count cards, and fillable signs as well!

SAMPLE SOCIAL MEDIA POSTS

We have drafted these sample social media posts to make engaging in our #YWomensCount campaign as easy as possible. Please feel free to draft your own as well. Remember to use the hashtag #YWomensCount and tag YWCA USA on Twitter, Facebook, and/or Instagram.

PROMOTIONAL: To be posted in advance of the #YWomensCount launch, on Wednesday, January 8th

- Facebook:

We only have one shot at the census every 10 years. That is why we are answering the call to engage every community we reach, every staff member, and every individual we serve. We support a full, fair, and accurate census and will get up and do the work of justice to ensure that women, children, families, and communities are counted. We all count. Everyone.

Check out YWomenCount.org for more information! #YWomensCount

- Twitter:

We all count. Everyone. We support a full, fair, and accurate #2020Census and so does @YWCAUSA. Find out more on January 8 at YWomenCount.org. #YWomensCount

@YWCAUSA has #GetOutTheCount resources for community service providers. Learn more on January 8, the launch of our #YWomensCount census campaign. Learn more at YWomenCount.org.

The #2020Census is right around the corner! We are gearing up to get our communities counted with tools and resources from @YWCAUSA. Read more at YWomenCount.org #YWomensCount

#YWomensCount LAUNCH & CAMPAIGN: To be used on Wednesday, January 8th and beyond!

- Facebook:

Today, we launch our #2020Census engagement campaign: #YWomensCount, because we believe that together, we can ensure a full, fair, and accurate census. There are many ways to engage your
community around the census. @YWCAUSA has created many marketing, outreach, #GetOutTheCount, and educational materials to prepare you and your community to take the 2020 census. Find these resources and join the campaign at YWomenCount.org.

- Twitter:

Here’s #YWomenCount:
- ✔ Congressional, state, and local representation
- ✔ More than $675 billion in government funding
- ✔ Community #schools, #jobs, #housing, and so much more

We are engaging in the #2020Census because we know we all count. Learn more: YWomenCount.org

The #2020Census is easy, safe, and secure. Join us and @YWCAUSA as we #GetOutTheCount and ensure that our communities are free from fear. #YWomenCount

We all count. Everyone. Engage your community with #GetOutTheCount tools from @YWCAUSA. YWomenCount.org #YWomenCount

The communities we serve rely on a full, fair, and accurate census. This is #YWomenCount. YWomenCount.org @YWCAUSA

At YWCA, we work with #HardToCount communities every day. This is why we #GetOutTheCount for the #2020Census. #YWomenCount

You deserve to be counted. Pledge to take the #2020Census now! ywomencount.org/get-involved/pledge/ #YWomenCount

#YWomenCount PODCAST: To be used to promote our Census Organize your Butterflies podcast

- Facebook:

YWCA USA State and Civic Engagement Manager Natalie Cone discusses the significance of undercounting in the census and why YWCAs across the country are arbiters for communities that have historically been left out, in this episode of #YWCAButterflies bit.ly/35KdMxp #OnAMission #YWomenCount

- Twitter:

In this episode of @YWCAUSA's #YWCAButterflies, Natalie Cone explains the importance of

Listen to @YWCAUSA’s Census podcast episode to hear why it’s important to take part in this year’s census. #YWomenCount [bit.ly/35KdMxp](bit.ly/35KdMxp)

In @YWCAUSA’s podcast, Natalie Cone breaks down the concept of hard to count communities and the importance of an accurate census count. #YWomenCount [bit.ly/35KdMxp](bit.ly/35KdMxp)

Making sure vulnerable communities are accurately counted in the Census is crucial to YWCA’s mission of eliminating racism and empowering women. Listen to @YWCAUSA’s podcast to learn why: [bit.ly/35KdMxp](bit.ly/35KdMxp) #YWomenCount