Encouraging Response to the 2020 Census During COVID-19

Ideas to Encourage Response Amid Social Distancing

COMMUNITIES ACROSS THE COUNTRY ARE SHIFTING FROM FACE-TO-FACE EVENTS TO THE FOLLOWING IDEAS TO ENCOURAGE RESPONSE TO THE 2020 CENSUS.

Prioritize Low-Responding Areas
Analyze neighborhood response rates at the tract level.
• Focus on-the-ground efforts specifically in areas with low response.

Be Visible at Open Locations
Have 2020 Census materials posted at grocery stores, COVID-19 testing sites, unemployment offices and food pantries.

Challenge Others
Challenge another community or neighborhood to a friendly Response Rate Challenge.
• Create lawn signs to promote the competition and invite local media to cover the challenge.

Include a Blurb
• Work with partners to include 2020 Census blurbs on utility bills, store receipts, etc.
• Provide customized drop-in articles for community-based organizations to include in their newsletters and mass e-mails.
• Use 2020 Census “Respond Now!” language on telephone hold messages.

Go Digital
• Host a 2020 Census Webinar or virtual town hall with community members.
• Host a 2020 Census live social media chat or local DJ party on Facebook, Twitter, Instagram, or Google Hangouts.
• Display 2020 Census banners or links on city Websites (mayor’s office, electrical companies, etc.). 2020 Census Web badges and banners are available at <https://2020census.gov/en/partners/outreach-materials/badges.html>.
• Start a “thunderclap,” or social media roadblock, where multiple partners in your area use the #2020Census hashtag and a “Respond now!” message on the same social media site at a particular date and time.
• Post a blog or video message on internal or external channels to encourage people to respond to the census.

• Engage local influencers to create a public service announcement (PSA) and/or promote response to the #2020Census through social and local media (e-mail, local/regional TV and radio, and newsletters). A PSA toolkit is available at <https://2020census.gov/en/partners/psa-toolkit.html>.


**Hold a Parade**

Invite community leaders, local celebrities, sports figures and fire trucks to drive through low-responding neighborhoods in an informal parade.

• Grab attention with loud music, honking horns, and megaphones to urge the neighborhood to respond.

• Consider inviting a church marching band or school drumline to join—while social distancing—in the parade.

**Call Households**

• Some faith-based organizations are enlisting volunteers to call every member of their local congregation to ask if they have completed the census and, if not, they encourage response.

• Some cities are repurposing summer youth employee programs to help with calling residents.

**Drop Off Flyers**

Consider dropping off a flyer at every door in low-responding neighborhoods.

• Have the flyer explain why the census is important to that specific neighborhood.

• Consider including a picture and quote from a respected local leader to increase the flyer’s relevance to the neighborhood.

• Encourage every householder to respond online, by phone, or by mail so a census taker does not have to visit later this summer.

**Write the Editor**

Write letters to the editor or op eds to encourage response.

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**Additional 2020 Census Resources**


**What is the Census video**— <www.youtube.com/watch?v=Eq-FMB4epyw&feature=youtu.be>


**COVID-19 Data Hub**— <https://covid19.census.gov/>