Census Day of Action: April 1, 2020

It's Census Day!

The 2020 Census is here! April 1, 2020 is Census Day. The census is the foundation of our democracy, and it’s on all of us to ensure that everyone gets counted. As people around the country fill out their census forms, they will mark where they live and spend the majority of their time as of April 1. Since this is a key date for the census, the Census Counts Campaign wants to elevate the importance of the day through a series of action and a number of ways that groups and census advocates can plug into the Day of Action. Groups are encouraged to plan their own day of action events.

Below is a list of some potential ways to get involved! For more information and resources on the census, visit www.censuscounts.org.

Virtual Events and Digital Action:

**Elevate the importance of the 2020 Census online.** Refer to this messaging toolkit and share these graphics to elevate the importance of the 2020 Census and the ways that people can participate (online, by phone and by returning the paper questionnaire by mail.)

**Do the #CensusChallenge.** An opportunity to highlight why the census is so important and who you can COUNT on not only for the census but during these shifting times. Participate in the challenge by posting a photo or video of someone you can count on, why the census is important to you, and tag 3 people to take part. Find out more here

**Organize an event.** Host a tele townhall, census remote training, twitter storm, virtual census kiosk, or remote phone and text bank. Invite all of your coalition members, partners, and community members to participate and hear why the 2020 Census is so critical to your community.

Check out guidance here from State Voices and the Census Counts campaign on recommendations for GOTC in the wake of COVID-19.
Get trained! Join the April 2nd Ultimate Train-the-trainer. Join us on April 2 to get yourself trained and ready to get out the count. NALEO, State Voices and The Leadership Conference will host a remote train-the-trainer to talk through census operations, messaging, and get out the count tactics. Interested? RSVP here.

Host or join a Twitter storm. We need to get the message out that the census is rapidly approaching. Use Twitter to push people to the www.2020census.gov site to fill out their form!

Check out all of the events happening nationally and in-state here!

Press and Media:

Need support on these actions? Check out our GOTC Messaging and Media Toolkit here for guidance on messaging, sample LTEs, and more.

Write an LTE or an op-ed. Write a Letter to the Editor (LTE) or an op-ed about the importance of the 2020 Census and submit it to your local paper in advance of the Day of Action to run the week of April 1st.

Reach out to your local media outlets. Invite your local media to your Day of Action event.

Host a Facebook live about the importance of the 2020 Census. Interview leaders from your organization and community who can talk about the importance of the census.

Check out the messaging guidance, sample press release, and sample social guidance here.

Looking for additional resources? See the coalition’s Census Day materials here.

This is not an exhaustive list. It is meant to be a starting point for your census day of action planning. Do you have additional ideas or have you started to plan your day of action? Share the details of your event or get support by emailing information@censuscounts.org.