

## Census 2020: Timeline for Philanthropy

Census 2020 is less than one year away. We must get ready for a complete count of all New Jersey residents on April 1, 2020. Statewide efforts to support a fair and accurate count in Census 2020 are already underway. There are many ways to join the community of funders working together. Contact Kiki Jamieson for more information and for help getting started, ([kjamieson@fundfornj.org](mailto:kjamieson@fundfornj.org) and 609.356.0421 ext \*14).

### **Opportunities for funding.**

- ✓ Support statewide campaigns for a complete count throughout New Jersey.
  - Contribute to a pooled fund at The Fund for New Jersey to support coordinated state-wide efforts and targeted work in underfunded communities.
- ✓ Target efforts to get-out-the-count among specific populations such as children under 5, people of color, immigrants, or people who are homeless.
  - Make grants to hub organizations leading statewide census outreach.
- ✓ Support local and regional get-out-the-count efforts.
  - Ask grantees how they will prepare for and support get-out-the-count efforts. Provide add-on grants for this extra work.
  - Offer new grants to organizations leading local Census 2020 initiatives.
  - Support translations of census communications and fund media to reach all residents.
  - Provide funding for local communications and outreach events.
- ✓ Allocate additional resources to support get-out-the-count efforts.
  - Sponsor events, including “count your kids” day or a “census carnival.”
  - Support job fairs so local residents can be hired for census jobs.
  - Fund cultural competency trainings for census outreach workers.
  - Provide mini-grants to set up “get counted” kiosks in hard-to-count areas and Wi-Fi hotspots in places with limited broadband internet access.

### **In 2019: Make a commitment to a fair and accurate count in New Jersey.**

- ✓ Join the Ad Hoc NJ Census Funders Group for assistance and to coordinate NJ support.
- ✓ Understand the census challenges and Hard-to-Count (HTC) areas within your own funding area. Visit <https://acnj.org/census2020nj/> for detailed maps.
- ✓ Convene and educate grantees and partners about the importance of a fair and accurate count and how each can participate.
- ✓ Educate local government and civic leaders to educate them about the importance of Census 2020.
- ✓ Join or help to establish Complete Count Committees.

### **In 2020: Mobilize for April 1 Census Day – and beyond – to ensure a complete count.**

- ✓ Support state-wide and targeted communications to raise awareness and excitement about the census.
- ✓ Support get-out-the-count efforts in New Jersey.
- ✓ Support a pooled fund to meet needs that arise unexpectedly (due to low response rates or technology glitches).