



How Nonprofits Can Support a Fair and Accurate Census

A lot is at stake with Census 2020. Our schools, roads, environment, and healthcare depend on billions of federal dollars that come into New Jersey – more than \$22.7 billion in FY2016. If *all* state residents are not counted, the whole state will suffer.

As nonprofits serving New Jersey's residents, we have well-established relationships and speak communities' languages. We are one of the few remaining trusted entities that can help everyone in New Jersey to be counted. The following checklist provides a roadmap for action now to support a fair and accurate Census 2020.

DETERMINE IF CENSUS 2020 IS A FIT FOR YOUR ORGANIZATION

- Does your organization serve populations that are the hardest to count (children under age five, people of color, renters, immigrants, people who are new to the area)?
- Will your organization, or the people you serve, be impacted by cuts in federal funding for healthcare, social services, education, transportation, food, or housing as a result of people not being counted in the census?
- Will your organization, or the communities you serve, be affected by cuts in political representation as a result of people not being counted in the census?
- Does your nonprofit maintain frequent contact and have a trusting relationship with the people you serve?

ENGAGE IN THE STATEWIDE EFFORT TO COUNT EVERYONE IN NEW JERSEY

- Join the New Jersey Counts Coalition. Visit <https://acnj.org/census2020nj/> to learn more.
- Learn more about what the census is and why it matters for your community.
- Sign up to stay informed and to participate in webinars and training opportunities.
- Advocate for a fair and accurate census and for the resources to support a complete count in your community.

EDUCATE AND MOBILIZE YOUR COMMUNITY

- Include information on your website, mailing, e-mail blasts, social media, and at board/staff/volunteer meetings to inform people why the census matters to your community.
- Host a community forum on the importance of a fair and accurate count.
- Establish or join a local complete count committee to develop census plans to generate a complete count in your community.
- Help local residents apply for jobs with the Census Bureau to help people in your community be counted.
- Serve as a local "get counted" center where people can access computers or tablets to complete their census forms.

For more information or to get involved, contact Peter Chen (pchen@acnj.org)