



2020 CENSUS
*Nonprofits
Count!*

Nonprofit Leaders and the 2020 Census



Introductions







Census Overview



What is the Census?

- Constitutional mandate to count all people every 10 years
- Distribution: March 2020-July 2020
- Census Day April 1st, 2020
- Ensures equity and inclusion through fair representation, fair distribution of resources, and data to make smart decisions.



Multiple Roles for MCN



Audience

- All of MCN's members and beyond! Rural and urban nonprofits + historically undercounted communities

Role

- Train nonprofits to provide ongoing information and technical assistance.
- Support nonprofits in mobilization work and in the follow up period.



Misallocated Federal funds. Minnesota receives **\$15,549,175,947** from the government every year. **That is \$15 billion!**



Decreased representation in Washington, D.C. Census data is used to determine congressional seats.

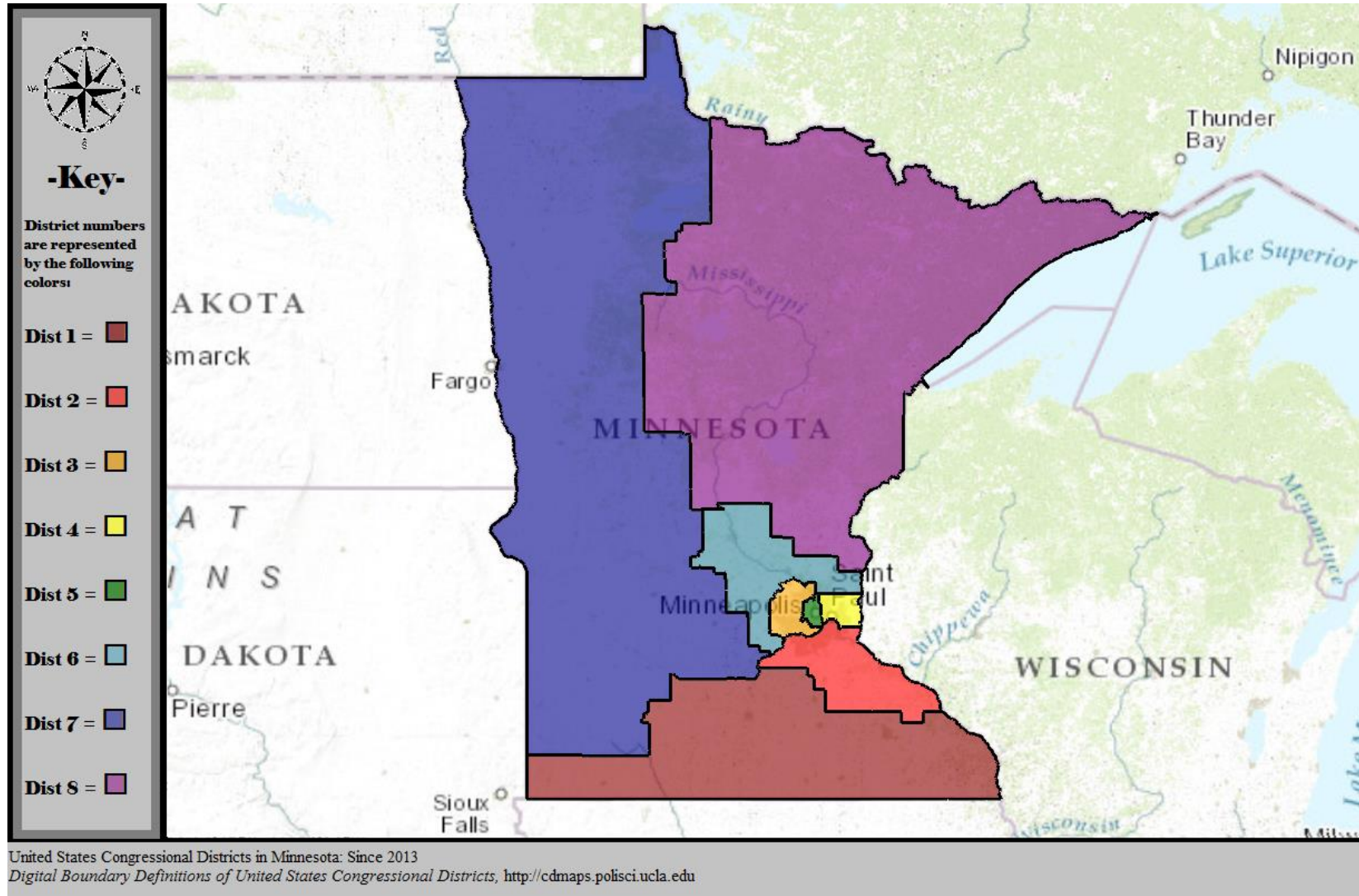


Decreased growth and resources for your community. Census data helps plan roads, schools, hospitals, etc.



Businesses use Census data to locate factories, stores, etc.

How might Minnesota congressional districts change if the state were to lost a seat?



Historically undercounted communities

- Immigrant groups including, Latinx, Somali, Hmong, Lao, Khmer, Karen, Vietnamese, and West African.
- Communities of color
- Tribal members living on tribal lands
- Urban and rural Native people
- Low-wealth
- Rural residents
- Renters
- Children under the age of 5



Language Resources

The online version and paper version of the census is given in the following 12 languages other than English: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The census will provide language guides, language glossaries, and language identification cards in the following languages below:

Spanish	Haitian Creole	Bengali	Romanian	Tamil	Tigrinya	Igbo
Chinese	Portuguese	Greek	Telugu	Navajo	Ilocano	Marathi
Vietnamese	Japanese	Amharic	Burmese	Hungarian	Dutch	Sinhala
Korean	Italian	Somali	Punjabi	Hebrew	Croatian	Slovak
Russian	Farsi	Thai	Lao	Malayalam	Bulgarian	American Sign Language
Arabic	German	Gjurati	Hmong	Swahili	Twi	
Tagalog	Armenian	Khmer	Albanian	Yiddish	Lithuanian	
Polish	Hindi	Nepali	Turkish	Indonesia	Yoruba	
French	Ukrainian	Urdu	Bosnian	Serbian	Czech	

Key Dates in 2020

- March 12th – 20th: Invitation to respond
- March 26th – April 3rd: Reminder letter #1 and #2
- April 1, 2020: National Census Day
- April 8th – April 16th: Reminder letter #3 and paper questionnaire
- April 20th – 27th: Final reminder
- April 28th – August 2020: Primary non-response follow-up operation (to households that did not self-respond)
- 2021: Redistricting (State legislatures)



What to expect in 2020





Types of Census Forms

1. **Short Form** (the most widely distributed)
2. **Group Form** (i.e. dorm rooms, group living homes, etc.)
3. **Form for Native American Reservations**

Instructions & 4 questions that apply to the entire household

Start here OR go online at XXXX.XXXX.gov to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at XXXX.XXXX.gov or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any **additional** people staying here on April 1, 2020 that you **did not include** in Question 1?

Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

FORM D-Q (05-17-2018) Draft 17

6 questions
asked about each
person living in
the household

1. Print name of Person 2

First Name

MI

Last Name(s)

2. Does this person usually live or stay somewhere else? Mark ☒ all that apply:

☐ No

☐ Yes, for college

☐ Yes, for a military assignment

☐ Yes, for a job or business

☐ Yes, in a nursing home

☐ Yes, with a parent or other relative

☐ Yes, at a seasonal or second residence

☐ Yes, in a jail or prison

☐ Yes, for another reason

3. How is this person related to Person 1? Mark ☒ ONE box.

☐ Opposite-sex husband/wife/spouse

☐ Father or mother

☐ Opposite-sex unmarried partner

☐ Grandchild

☐ Same-sex husband/wife/spouse

☐ Parent-in-law

☐ Same-sex unmarried partner

☐ Son-in-law or daughter-in-law

☐ Biological son or daughter

☐ Other relative

☐ Adopted son or daughter

☐ Roommate or housemate

☐ Stepson or stepdaughter

☐ Foster child

☐ Brother or sister

☐ Other nonrelative

4. What is this person's sex? Mark ☒ ONE box.

☐ Male

☐ Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020

Month

Day

Year of birth

→ NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

6. Is this person of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

7. What is this person's race? Mark ☒ one or more boxes AND print origins.

☐ White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

☐ Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

☐ American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

☐ Chinese

☐ Vietnamese

☐ Native Hawaiian

☐ Filipino

☐ Korean

☐ Samoan

☐ Asian Indian

☐ Japanese

☐ Chamorro

☒ Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.

☐ Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

☐ Some other race – Print race or origin.

→ If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

Questions asked about each person in the household

1. Name

What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

2. Relationship to Person 1

How is this person related to Person 1? Mark ☒ ONE box.

<input type="checkbox"/> Opposite-sex husband/wife/spouse	<input type="checkbox"/> Father or mother
<input type="checkbox"/> Opposite-sex unmarried partner	<input type="checkbox"/> Grandchild
<input type="checkbox"/> Same-sex husband/wife/spouse	<input type="checkbox"/> Parent-in-law
<input type="checkbox"/> Same-sex unmarried partner	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roommate or housemate
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Foster child
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Other nonrelative

Questions asked about each person in the household

3. Sex

What is this person's sex? Mark ☒ ONE box.

☐

Male

☐

Female

4. Age and Date of Birth

What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020

Month

Day

Year of birth

years

5. Hispanic/Latino Ethnicity

Is this person of Hispanic, Latino, or Spanish origin?

☐

No, not of Hispanic, Latino, or Spanish origin

☐

Yes, Mexican, Mexican Am., Chicano

☐

Yes, Puerto Rican

☐

Yes, Cuban

☐

Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ↵

Questions asked about each person in the household

6. Race

What is this person's race?
Mark ☒ one or more boxes **AND** print origins.

☐ White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ➤

☐ Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ➤

☐ American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ➤

<input type="checkbox"/> Chinese	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Samoan
<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. ➤		<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. ➤

☐ Some other race – Print race or origin. ➤

**There will not be a citizenship question on
the 2020 Census.**

How do you know your information is protected?

- Under the law census data can only be used for statistical purposes. Title 13 of the U.S. code requires that respondents information is kept confidential.
- Personal information cannot be disclosed for 72 years (including names, addresses, and telephone numbers)
- Census bureau staff has sworn for life to protect confidentiality and are subject to a fine of \$250,000 or up to 5 years in prison for wrongful disclosure of information.

Who can access the data?



White House



ONLY the U.S. Census Bureau
can access the data




Other government entities,
like ICE or U.S. Court



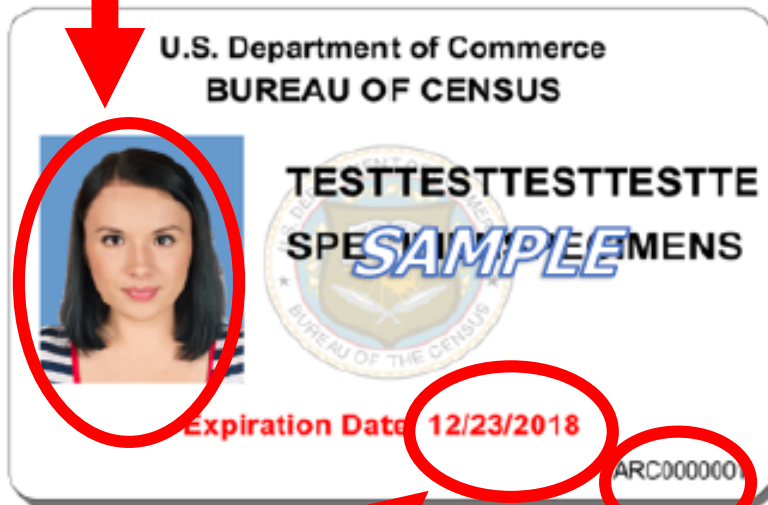
How to verify if someone is a Census Worker

Verify a Census Worker:

1. Ask of the Census worker to present a badge, identification number, and or letterhead with official Census logo.
 2. Call the Chicago Regional Office (1-800-865-6384) or verify via the Census Bureau staff search website (<https://www.census.gov/staffsearch>).
- 

Census Bureau Staff Identification

1. Full Name of Census Worker
2. Photograph of Census Worker
3. Department of Commerce Watermark
4. Expiration date of the badge
5. Identification number





How to Build Power Leading Up to the 2020 Census

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Some fun ideas to engage communities


- Host a lunch and learn about the census with your staff, volunteers, or community
- Have your Executive Director send an email to staff, board, and volunteers emphasizing the importance of the census and encouraging folks to participate.
- Post about the 2020 census on social media platforms using: #WeCount #NonprofitsCount #CensusIsLiberation #OurMNCensus
- Host a census education event for your constituents!
- Table at your organization and hand out resources about the census to constituents.

What's your plan for the 2020 Census?

- Who is your target audience?
- What are key messages that work for them?
- How can we make the census fun and joyful for the communities we work with?
- What do your constituents enjoy doing (sport events, breweries, coffee shops, etc)?

MCN's Census Grants

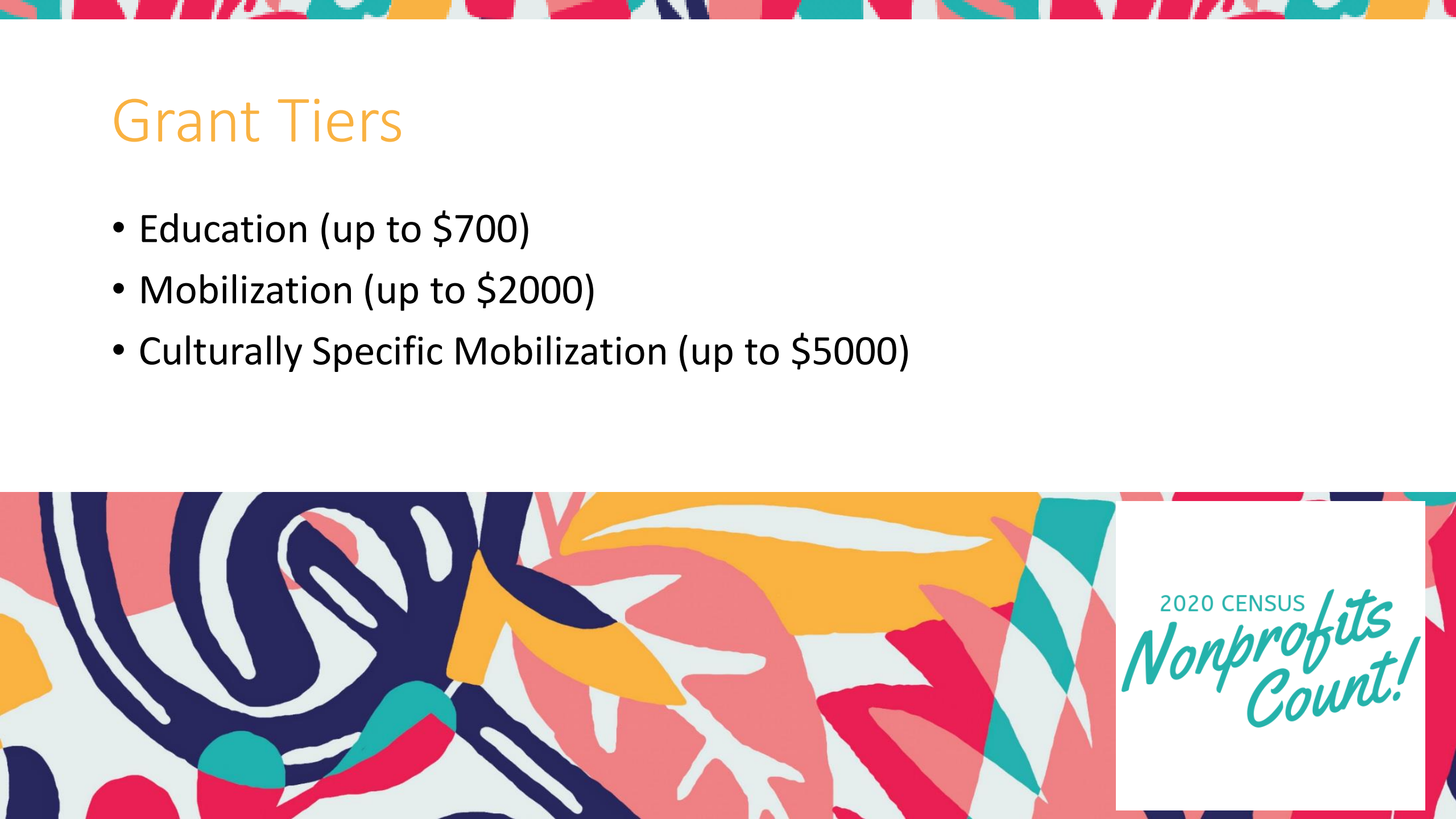
- Applications are open!
- Applications closes October 30th
- More information on MCN census webpage (<http://bit.ly/MCNCensus>)



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Grant Tiers

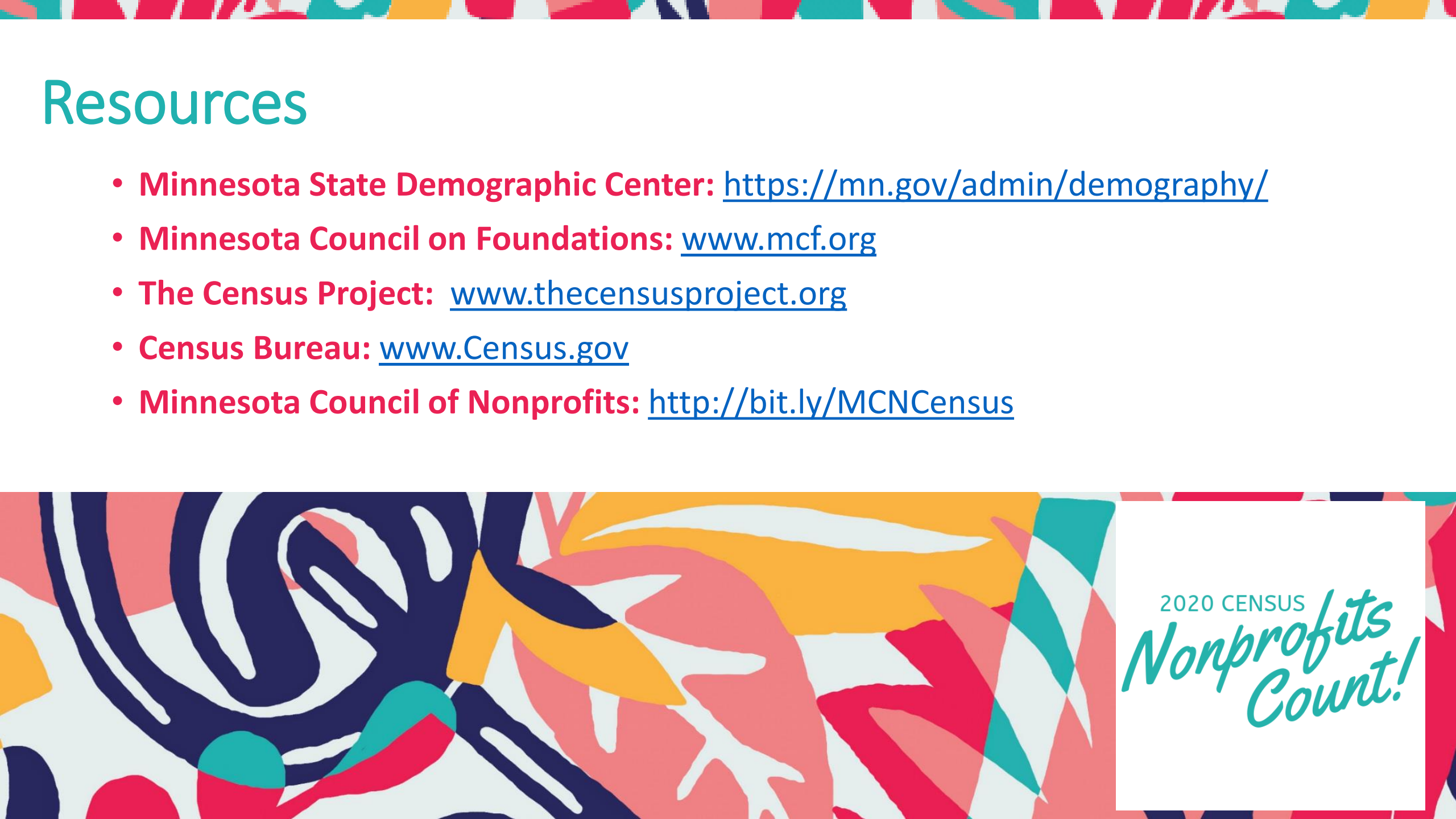
- Education (up to \$700)
- Mobilization (up to \$2000)
- Culturally Specific Mobilization (up to \$5000)



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Resources


- **Minnesota State Demographic Center:** <https://mn.gov/admin/demography/>
- **Minnesota Council on Foundations:** www.mcf.org
- **The Census Project:** www.thecensusproject.org
- **Census Bureau:** www.Census.gov
- **Minnesota Council of Nonprofits:** <http://bit.ly/MCNCensus>



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Culturally Specific National Resources

- **Hagase Contar!** - <https://hagasecontar.org/archives/1684>
- **Asian Americans Advancing Justice (AAJC)** - <https://www.advancingjustice-aajc.org/census>
- **Southeast Asian Resource Action Center (SEARAC)** - <https://www.searac.org/census/>
- **Arab American Institute** - <https://www.aaiusa.org/census>



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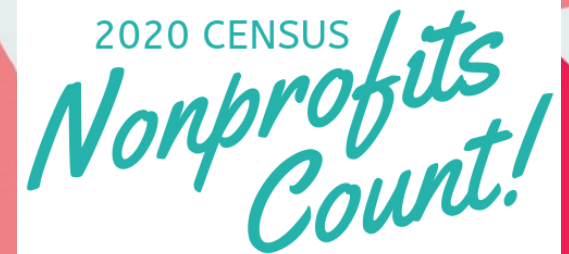
Questions?

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651-757-3078

The logo for the 2020 Census Nonprofits Count! campaign. It features the text "2020 CENSUS" in a small, teal, sans-serif font. Below it, the words "Nonprofits" and "Count!" are written in a large, teal, cursive script font. The entire logo is set against a white rectangular background.

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