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 lose 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
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:

<table>
<thead>
<tr>
<th>Language</th>
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<th>Language</th>
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<td>Slovak</td>
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<td>Khmer</td>
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<td>Turkish</td>
<td>Indonesia</td>
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<tr>
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<td>Ukrainian</td>
<td>Urdu</td>
<td>Bosnian</td>
<td>Serbian</td>
<td>Czech</td>
<td></td>
</tr>
</tbody>
</table>

2020 Census | Nonprofits Count!
Key Dates in 2020

• March 12<sup>th</sup> – 20<sup>th</sup>: Invitation to respond
• March 26th – April 3rd: Reminder letter #1 and #2
• April 1, 2020: National Census Day
• April 8<sup>th</sup> – April 16<sup>th</sup>: Reminder letter #3 and paper questionnaire
• April 20<sup>th</sup> – 27<sup>th</sup>: 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
6 questions asked about each person living in the household
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.
- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Relative
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roommate or housemate
- Foster child
- 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.

Age on April 1, 2020  Print numbers in boxes.

[ ] years
[ ] [ ] [ ]

Month  Day  Year of birth

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

<table>
<thead>
<tr>
<th>Race Category</th>
<th>Other Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.</td>
</tr>
<tr>
<td>Black or African Am.</td>
<td>Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Maya, Aztec, Native Village of Barrow Inupiat Traditional Government, Name Eskimo Community, etc.</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
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<tr>
<td>Filipino</td>
<td></td>
</tr>
<tr>
<td>Asian Indian</td>
<td></td>
</tr>
<tr>
<td>Other Asian</td>
<td>Print, for example, Pakistani, Cambodian, Hmong, etc.</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td></td>
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<tr>
<td>Samoan</td>
<td></td>
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<tr>
<td>Chamorro</td>
<td></td>
</tr>
<tr>
<td>Other Pacific Islander</td>
<td>Print, for example, Tongan, Fijian, Marshallese, etc.</td>
</tr>
<tr>
<td>Some other race</td>
<td>Print race or origin.</td>
</tr>
</tbody>
</table>
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: **NOT**
- **ONLY** the U.S. Census Bureau can access the data
- Other government entities, like ICE or U.S. Court: **NOT**
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
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
Grant Tiers

• Education (up to $700)
• Mobilization (up to $2000)
• Culturally Specific Mobilization (up to $5000)
Resources

- Minnesota State Demographic Center: https://mn.gov/admin/demography/
- The Census Project: www.thecensusproject.org
- Census Bureau: www.Census.gov
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
Questions?

Michelle Chang
public policy and equity coordinator
mchang@minnesotanonprofits.org
651-757-3078