

Why Your Foundation Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. Census information is used to determine political representation and drive the distribution of over \$675 billion in federal funding. These resources are essential to the well-being of people in all communities. Decisions about your foundation's focus and investments may depend on how federal funds are distributed and what remaining community needs exist. The 2020 Census' detailed demographic data helps to shape most of the other federal data surveys, which help inform your grant-making and the outcomes your foundation seeks to address in society. The information is also relied upon by the grantees and communities that you serve.

The U.S. Census Bureau partners with foundations to get the word out to communities about the importance of the count. Foundation leaders and staff have standing and are trusted in their communities. By being 2020 Census partners, you leverage your leadership to inspire and support others in working for a complete and accurate count. You understand how to reach and how to communicate with your grantees, other foundations, and key stakeholders. You are trusted brands and trusted voices. While conducting the 2020 Census is a government responsibility, your involvement will enhance efforts to encourage high levels of participation in your target communities. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government, nonprofit, and private sector planning and investment decisions.

What is a 2020 Census partner?

As a partner, you join a network of philanthropic, nonprofit, corporate, and community organizations working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your foundation's focus, available time, resources, and your reach in the areas where you focus your work. For example, foundations can:

- Share census operational and educational materials with their networks.
- Convene nonprofit and philanthropic allies with whom they are aligned.
- Invest directly in organizations and activities that help to achieve a complete and accurate count.

We can work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your foundation.

What does a partner do?

There are lots of ways to help. We work with you to find what's right for your foundation, its resources, and time. The Census Bureau will provide



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messaging and customizable social media posts, and poster, e-mail, and newsletter content as well as other content options that you, your grantees, and other partners can use to make it easy to help. Here are some examples of what foundations can do:

Educate Grantees and Partners

- Share information about the importance of the 2020 Census with grantees and community partners to increase awareness of why the census is important.
- Include information about the 2020 Census on your Web site. Include links to information available from the Census Bureau, philanthropy-supporting organizations, and nonprofits working on 2020 Census education and outreach.
- Include information about the 2020 Census at all organizational events. Be willing to speak at conferences and meetings to encourage engagement in 2020 Census promotion and participation.
- Use social media to educate grantees and community partners about the importance of the census, and promote 2020 Census job opportunities.
- Use your status as a leader to promote the 2020 Census with online and print letters to the editor, op-eds, and commentary in community newspapers about why the census is important.
- Distribute among your networks 2020 Census materials on privacy and confidentiality. Actively monitor, fact check, and correct misinformation about the 2020 Census.

Develop Plans of Action

- Convene nonprofit and other partners to shape plans for collaborative Get Out the Count (GOTC) organizing campaigns. Invite Census Bureau speakers to provide updates at these convenings.
- Participate as leaders in your local and state governments' 2020 Census Complete Count Committees to serve as high level messengers about the importance of the 2020 Census, and inform the ways in which public sector partners advance the promotion of the 2020 Census.

Build and Support Infrastructure

- Support grantees doing 2020 Census work with training in effective education and mobilization for high response rates. Use your knowledge about populations that have historically been undercounted to focus your work with grantees and community partners with tested and effective messages that encourage participation in the 2020 Census.
- Invest in community-based organizations that serve as trusted messengers in their communities and that can reach households in culturally appropriate ways. Create special 2020 Census funding opportunities and consider additional resources to current grantees to add 2020 Census outreach to their ongoing work.

- Explore innovative ways to collaborate with other philanthropic organizations to support 2020 Census education and outreach with pooled funds and aligned efforts.

Technology Needs and GOTC

- Help with technology needs. Support organizations that provide computers or tablets to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.
- The Census Bureau is recruiting for 2020 Census workers now. Spread the word through your networks and encourage grantees and partners to circulate information about jobs with the Census Bureau.

How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

How does my foundation benefit from being a partner?

A network of peers. Your foundation benefits from the opportunity to network with and learn from other foundations, nonprofits, and businesses through in-person and online forums hosted by the Census Bureau.

Personalized training. Your foundation benefits from access to personalized data training and information services from the Census Bureau. These trainings can support your 2020 Census outreach efforts and inform your census grant-making priorities. 2020 Census data provide valuable information that is foundational to your research and that can inform your grant-making strategies. The Census Bureau can help your foundation access and interpret census and other federal statistical data.

Support for your grantees. Your foundation benefits from access to timely information, such as notices of local Census Bureau hiring needs, upcoming events, and training opportunities that can strengthen the work of grantees and community-based organizations in your network. Your participation increases the likelihood of a complete and accurate count that draws much needed federal resources to your communities. These resources may complement the investments that you are making and enable your foundation to address needs beyond those for which government is responsible.

Engage in a civic duty. Your foundation benefits from engaging in a civic duty. You support the efforts of the government, nonprofit, and business sectors to build strong communities based on a complete and accurate count.

When should I become a partner?

Today! It is never too early to start talking with your grantees, nonprofits, foundations, and other partners about the 2020 Census. Get involved as early as possible to ensure a timely and effective effort, ranging from promoting census jobs to encouraging responses to the census itself.