



Ensure a Fair and Accurate 2020 Census

The goal of the Census is to count every resident in the United States regardless of where they live, how much money they make, or their immigration status. The GAO has rated the 2020 Census as “high-risk” for undercount.

SUMMER 2018

Join local efforts to canvass for addresses that may be missing from the Census master address file

- Organize staff and volunteers to canvass local neighborhoods that have unconventional housing
- Volunteer to join community-based address canvassing efforts

SUMMER - FALL 2019

Recruit enumerators and canvassers from diverse neighborhoods

- Encourage community members to apply to be an Enumerator
- Provide support and guidance to applicants
- Serve as a trusted third-party source for information throughout the waiting period

SPRING - SUMMER 2020

Get out the count so every community is counted fairly and accurately

- Start or join local Complete Count Committee
- Educate community members about the importance of counting everyone
- Encourage and support community members in completing the 2020 Census



Why is the Census important?

Equitable Distribution of Billions in Funds



Census data guide the flow of \$700 billion annually in federal domestic assistance across the nation.

Federal agencies use Census data to inform the design, implementation, and evaluation of programs and policies in every government realm, such as education, health, housing, transportation, small business development, human services, and environmental protection.

State and local governments rely on Census data to make decisions on the annual distribution of hundreds of billions of dollars for critical services.

Fair Representation



Census data is the basis for the apportionment of the 435 seats in the House of Representatives.

Census data determines the electoral college with the number of electors each state receives for presidential elections.

States and localities redraw legislative boundaries based on Census data to comply with standards for population equity and racial and ethnic balance.



Civil Rights Enforcement

Census data provide key benchmarks for federal monitoring and enforcement of civil rights, and anti-discrimination laws in voting, employment, housing, lending, and education.

Learn more about how your nonprofit can help, and find out about resources and funding for Census efforts.

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