

2020 Census Ambassador Toolkit

FAITH BASED LEADERS



- ✓ Talking points
- ✓ Checklist
- ✓ Logo/Email Signature
- ✓ One-sheeter
- ✓ Copy of Census questions
- ✓ Social Media Kit (hashtags, graphics)
- ✓ Long Island Census Campaign paragraph
- ✓ FAQs



2020 Census Ambassador Talking Points

Faith Based Leaders

Why Does the Census Matter?

When we are short-counted, we are short-changed. Census data is used to decide how much funding our region receives for hospitals, schools, roads, health insurance, parks, and so much more – our quality of life is at stake.

Our voices matter. Census data is used to decide the number of representatives in Congress and delegates in the Electoral College. New Yorkers deserve to be fully and accurately represented in our government, and an undercount would undermine our voices.

Completing the Census is simple and safe. There are 10 short questions on the Census questionnaire that can be answered in 10 minutes or less, either online, by phone, or by mail. If you choose to answer by phone, you can speak with someone in one of 13 languages. The Census Bureau cannot share your information with anyone – not even other branches of the government. If a Census worker shares your information, they will face severe fines and even jail time.

We will live with the consequences of these 10 questions for the next 10 years. We only have one chance to get this right. The funding levels and Congressional seats that are set in the 2020 Census cannot be changed until 2030. This is our only opportunity to set Long Island on the right course for the decade ahead.

Every single person counts. The Census can be a tool for empowerment and bringing our communities together. It is a bipartisan issue – everyone benefits when everyone is counted. By completing the Census, we can all contribute to a brighter future for our region.



2020 Census Ambassador Talking Points

Faith Based Leaders

Why Should You Get Involved?

Faith based institutions are trusted community hubs that can provide Census assistance and information.

In the face of severe distrust of the safety of the Census, faith leaders can bring information to their congregations about the Census and why it is so important to respond in 2020.

Faith based institutions can mobilize their communities.

Faith leaders can spread information to their congregations, using things like "Census Sundays" to call attention to the upcoming Census and everything it impacts. They can also mobilize their communities to canvas and even march to show just how much the Census matters to their community.

Everyone deserves to be counted.

Every single human being counts, and the Census is an opportunity to ensure that our funding and our political voices reflect this. There are scriptural references to the Census that can be used by faith leaders to show the importance of this act. Everyone possesses inherent worth, dignity, and value – but our communities cannot be valued if they are invisible.

Completing the Census is simple, safe, and secure.

All information provided to the Census Bureau is confidential and protected by law. While this will be the first Census with the option to complete the questions online, everyone will still be able to fill out the Census by phone or by mail. There will be people able to help you with your Census at several community locations, to be determined.

Our community benefits when everyone is counted.

The Census influences funding for programs and resources that our community depends on, like schools, hospitals, food assistance, health insurance. We all have a civic and moral responsibility to ourselves and to our neighbors to complete the Census in 2020.



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Faith Based Leaders

The Census in Scripture

Hebrew Scriptures

"On the first day of the second month, in the second year following the exodus from the land of Egypt, the LORD spoke to Moses in the wilderness of Sinai, in the Tent of Meeting, saying: Take a census of the whole Israelite community by the clans of its ancestral houses, listing the names, every male, head by head."

(Numbers 1:1-2)

Christian Scriptures

"In those days Caesar Augustus issued a decree that a census should be taken of all the inhabited earth."

(Luke 2:1)

Islamic Scriptures

"They ask thee what they should spend. Say, 'Let whatever of your wealth you spend be for parents, kinsfolk, orphans, the indigent, and the traveler. Whatever good you do, truly God knows it.'"

(Qu'ran 2:215)



2020 Census Ambassador Checklist

Faith Based Leaders

What Can You Do To Help?

- ☐ Familiarize yourself with the ways the Census impacts our communities on Long Island.
- ☐ Incorporate the Census into your remarks at your sermons, services, meetings, and speeches.
- ☐ Include the Long Island CCC's logo in your email signature.
- ☐ Post Census graphics your social media platforms.
- ☐ Subscribe to the HWCLI Census newsletter to stay up to date on news and meetings.
- ☐ Communicate the importance of the Census to your network using the following channels: bulletins, newsletters, mobile apps, robocalls, digital bulletin boards, prayer lines, and any other communications that your congregation utilizes.
- ☐ Promote the Census at your community events.
- ☐ Display information in your office buildings, youth ministries, food pantries, charitable offices, and through education programs.



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Logo:



E-Mail Signature:



Long Island Counts!

I have taken the pledge to count in the 2020 Census. Join me!
[Click here to pledge to be counted and find out more about the 2020 Census](#)



Long Island Cuenta

Me he comprometido a contar en el censo de 2020. ¡Únete a mí!
[Haga clic aquí para comprometerse a contar y obtener más información sobre el Censo de 2020](#)



Tout moun konte nan Long Island!

Mwen pran angajman pou mwen konte nan resansman 2020 lan. Patisipé avèk mwen!
[Klike la pou ou pran engajman pou ou ka konte epi pou ou jwenn plis enfòmasyon sou resansman 2020](#)



Why the Census Matters

The Census impacts everything that affects us: from the basic building blocks of healthy communities – schools, hospitals, food programs, emergency services and infrastructure – to the number of government representatives we elect. Census data also serves as the framework for businesses as they look to expand and introduce products based on community demographics.

With just .6% of an undercount, New York's congressional representation could shrink from 27 to 25 seats.

What New York & Long Island Stand to Lose with a 2020 Undercount

Suffolk & Nassau Counties are respectively, the fourth and fifth "hardest to count" counties in New York State- which means there are additional challenges to ensure an accurate count for our region. In fact, 803,000 people or 28% of Long Island's population live in hard to count areas:

- 56% of Long Island's Hispanic population (275,000 people)
- Almost 63% of of Long Island's African American population (189,000 people)
- Almost half of all foreign born Long Islanders (262, 000)

According to a study conducted by George Washington University, in Fiscal Year 2016, New York received \$73,300,580,954 through 55 federal spending programs guided by data derived from the 2010 Census. Long Island deserves to receive its fair share of funding, resources, and representation. There is no margin for error.

What We're Doing

The Health & Welfare Council of Long Island (HWCLI), in partnership with both County Executives and the Long Island Community Foundation, formed Nassau & Suffolk Complete Count Committees. These committees are comprised of nonprofit, government, public and private sector professionals serving on subcommittees addressing areas such as business, senior citizens, education and immigration.

Together, we are working to ensure that every Long Islander knows about the Census and the importance of a complete count.

To get involved, don't hesitate to reach out to the Health and Welfare Council of Long Island at: 516-505-4427 or mhallowell@hwcli.com.



Por qué el Censo importa

El Censo impacta en todo lo nos afecta: desde la estructura básica de comunidades saludables – escuelas, hospitales, programas de alimentación, servicios de emergencia e infraestructura – al número de representantes del gobierno que elegimos. Los datos del censo también sirven de marco de referencia para los negocios, ya que estos basan sus decisiones de expandirse e introducir nuevos productos en los datos demográficos de las comunidades.

Con solo el .6% de habitantes no contados, la representación de Nueva York al congreso se reduciría de 27 a 25 puestos.

Qué es lo que Nueva York y Long Island perderían con un bajo conteo en el 2020

Los condados de Suffolk y Nassau son respectivamente el cuarto y quinto condados más difíciles de contar en el estado de Nueva York, lo cual significa que hay retos adicionales para asegurar un conteo exacto para nuestra región. De hecho 800,000 personas o el 28% de la población de Long Island viven en áreas difíciles de contar:

- 56% de la población hispana de Long Island (275,000 personas)
- Casi el 63% de la población afro-americana de Long Island (189,000 personas)
- Casi la mitad de las personas nacidas en el extranjero (262,000 personas)

De acuerdo al estudio conducido por la Universidad de George Washington, en el año fiscal 2016, Nueva York recibió \$73,300,580,954 a través de 55 programas de gastos federales guiados por los datos derivados del Censo del 2010. Long Island merece recibir su cuota justa de fondos, recursos y representación. No hay margen para error.

Qué estamos haciendo

El HWCLI en asociación con los ejecutivos del condado de Suffolk y Nassau y la "Long Island Community Foundation", formada por comités para un conteo completo de Nassau y Suffolk. Estos comités están compuestos por organizaciones sin fines de lucro, gobierno, profesionales del sector público y privado, quienes sirven en subcomités que abordan áreas tales como negocios, adultos mayores, educación y migración.

Juntos estamos trabajando para asegurarnos que cada persona que vive en Nueva York sepa sobre el censo y la importancia de un conteo completo.

Para involucrarse, no dude en contactar con el Health and Welfare Council of Long Island al 516 505 4427 o mhallowell@hwcli.com.

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CENSUS QUESTIONS

1. What is your name?
2. What is your age?
3. Are you of Hispanic, Latino or Spanish origin?
4. What is your race?
5. What is your relationship to the other people living in your household?
6. What is your gender?
7. Do you own or rent your residence?
8. How many people live in your residence as of April 1, 2020?
9. What is your telephone number?
10. Were there any additional people staying here on April 1, 2020



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FAITH BASED LEADERS

Sample Social Media Posts:

- Our community benefits when everyone is counted. The Census influences funding for programs and resources that our community depends on, like schools, hospitals, food assistance, health insurance. We all have a civic and moral responsibility to ourselves and to our neighbors to complete the Census in 2020. #Census2020 #LongIslandCounts
- You can't be valued if you are invisible. Be visible. Be counted. #2020Census #LongIslandCounts
- Every single human being counts, and the Census is an opportunity to ensure that our funding and our political voices reflect this. Everyone possesses inherent worth, dignity, and value – but our communities cannot be valued if they are invisible. #CountMeIn #2020Census

#LongIslandCounts
#CountWithMe
#CuentaConmigo
#CountMeinLI
#LIcounts



#ICountLI
#Census2020
#WhyicountLI
#[Town Name]Counts
#MyFamilyCountsLI

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Sample Social Media Graphics:

#CensusinScripture

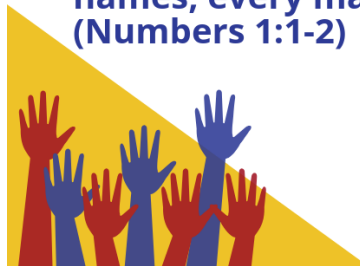
"In those days Caesar Augustus issued a decree that a census should be taken of all the inhabited earth."
(Luke 2:1)



#LongIslandCounts

#CensusinScripture

"On the first day of the second month, in the second year following the exodus from the land of Egypt, the LORD spoke to Moses in the wilderness of Sinai, in the Tent of Meeting, saying: Take a census of the whole Israelite community by the clans of its ancestral houses, listing the names, every male, head by head."
(Numbers 1:1-2)



#LongIslandCounts

#CensusinScripture

"They ask thee what they should spend. Say, 'Let whatever of your wealth you spend be for parents, kinsfolk, orphans, the indigent, and the traveler. Whatever good you do, truly God knows it.'"
(Qu'ran 2:215)



#LongIslandCounts

2020 Census Ambassador Census Insert

The 2020 Census is our one chance to ensure that Long Island gets its fair share of funding, resources, and elected representation for years to come.

Census data affects much more than we often realize – everything from school funding to class size to resources for road repair, from where businesses choose to locate to even the number of representatives we have in Congress. While the Census influences so many aspects of our day to day lives and things we may take for granted, many people do not know just how important filling out the Census questionnaire truly is.

The stakes for our region couldn't be higher and our success depends on our communities coming together and building momentum around the 2020 Census. Although there are significant challenges to a Complete Count in 2020, we can stand together to ensure that Long Island is fairly and fully represented next year. Make sure to fill out the 2020 Census next year and join our Complete Count Committees to learn more about how you can do your part to spread the word about the Census!

