

#YWomenCount

YWCA 2020 Census

Plan Your Census Guide

What is #YWomenCount?



#YWomenCount is YWCAs national campaign to support the 2020 Census. YWCA is a trusted voice to some of the most vulnerable communities in the country. Through this campaign we will leverage this position of trust to make sure those communities are counted fairly and accurately in 2020.

A full, fair, and accurate census, and the collection of useful, objective data about our nation's people, housing, economy, and communities, is vitally important to the strength and stability of our nation. Further, a full, fair, and accurate census is crucial to securing the strength and vitality of YWCAs, like yours, and other nonprofit organizations that receive federal funding to provide domestic violence, child care, housing, nutrition, health, and other critical services in communities throughout the United States. Still further, women, girls, and families who may access federally-supported, life-saving services offered by YWCA are at risk of not being counted and missing out on the services they need.

As in so many facets of our society, marginalized communities have been disproportionately undercounted in the U.S. Decennial Census. These "hard-to-count" groups have historically included communities of color, young children of color, immigrant communities, persons experiencing homelessness, formerly incarcerated individuals, those living below the poverty line, and many other marginalized communities and identities. As in all of YWCA's work, we center women, children, and families from these very same hard-to-count communities.

YWCA is taking up the fight: together we can ensure a full, fair, and accurate census. As a trusted voice in our communities, we must openly support the completion of a full, fair, accurate, safe census, provide accurate information and dispel fears caused by fear-mongering and inaccurate information, and work with other community leaders to reach hard-to-count community members. Promoting an accurate census gets to the very heart of YWCA's mission: eliminating racism, empowering women and promoting peace, justice, freedom and dignity *for all*.

We only have one shot at the Census every 10 years -- YWCA must take the 2020 Census as a call to action -- a call to engage every community we reach, every staff member, and every individual we serve. Thank you for joining the YWCA #YWomenCount initiative!

How to Use this Guide:

Because the census happens only once every ten years, a lot can change between each cycle. It can be hard to remember how to get involved, who leads efforts within your community, and what you need to do to start your census campaign.

Don't get stuck at the starting line!

In this Plan Your Census Guide we have provided information, suggestions, and tools to get your census plan underway. The guide is broken into three main sections:

- (i) **Background information** about the census and census engagement;
- (ii) **Suggestions** on how to take action; and
- (iii) **Worksheets** and other tools to help you get started.

As you work your way through this guide, think about what kind of engagement makes the most sense for your community and for your YWCA. How can your YWCA get the people and communities you serve engaged in the census? Can you get involved in the work of your community partners? Do you have staff capacity to run a census workshop?

This guide is designed to help you think through those questions — and many more — in order to get your census engagement underway.

Still feeling lost?

Check out our [Getting Started Guide](#) and our [Introductory Census Webinar](#) for even more Census 101!

Background Information: 2020 Census and Census Engagement

Hard-to-Count Communities:

Individuals and communities that the census disproportionately has trouble reaching and enumerating are called “hard-to-count.” Some communities are repeatedly undercounted by the U.S. census causing a recurring challenge for the Census Bureau, as well as all the entities that rely on an accurate count. Unfortunately, the communities who are undercounted by the U.S. census incur detrimental impacts such as disproportionately low federal funding, under-representation in federal, state, and local government, and insufficient civil right protections.

As in all of YWCA’s work, we center women, children, and families from these hard-to-count communities: communities of color, women and children of color, persons experiencing homelessness, immigrant communities and families, survivors of domestic violence, and other marginalized individuals and groups. Because of the invaluable services YWCAs provide, YWCA leaders serve and interact with these individuals and communities every day. Moreover, almost half of our YWCAs are located in hard to count Census tracts and even more are located in cities, towns, and counties, with many hard to count communities.

YWCA is not only a trusted messenger in these communities, but is often a safe place and even a home to these individuals. Thus, YWCAs are unparalleled in their ability to ensure the participation of these communities in the 2020 Census.

According to the U.S. Census Bureau “hard-to-count” groups include:



Partnerships and the 2020 Census:

“The census is one of the few national activities the American public does together — it’s the largest peacetime mobilization in our country, and it’s a cornerstone of our democracy.”

— Dr. Steven Dillingham, Census Bureau director.

By definition, no one can do the census alone. For successful census mobilization, community-based organizations, local governments, and community members must come together to reach hard to count individuals, families, and neighborhoods. Creating strong, sustainable partnerships is an invaluable tactic for any YWCA interested in census work.

There are many ways YWCAs can create partnerships:

(i) **Join a Complete Count Committee:** Complete Count Committees are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 census. Read more about these committees below.

(ii) **Connect with Partner Service Providers:** Make connections with similar service providers in your community to see how they are engaging in census work and talk about strategies and tactics that may work for the specific communities you serve. Read more about specific suggestions for some areas of service providing below.

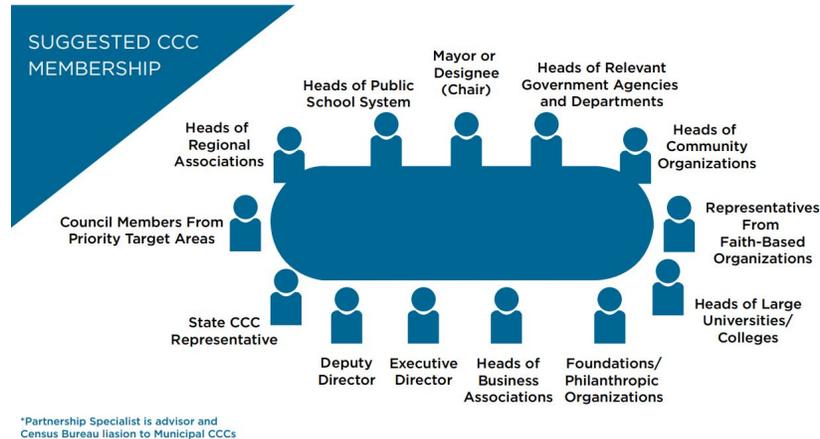
(iii) **Strategize community advocacy partners:** Reach out to groups and organizations that you have worked with in the past on campaigns like Week Without Violence and Stand Against Racism. Share resources, talk about strategy, and plan shared Census events.

(iv) **Connect with field-teams of National and State Census Organizations:** Check out the [Census Bureau regional offices](#), and the Leadership Conference [regional list](#) to connect with efforts in your region, state, or locality.

Make a commitment to work with community partners. Partnerships can help you reach hard-to-count individuals and families this 2020 Census.

Join a Complete Count Committee:

Complete Count Committees (CCCs) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.



Benefits of a Complete Count Committee:

- CCCs speak the language and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.
- The CCCs will help ensure an accurate 2020 census count.
- The CCCs gain valuable knowledge about the census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.
- The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

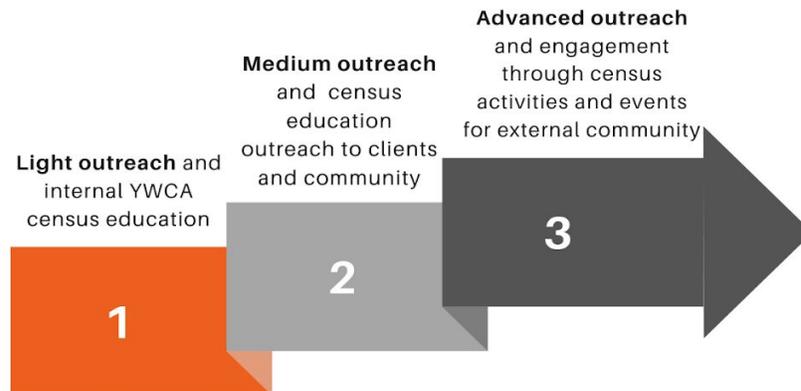
Joining a Complete Count Committee is as easy as 1, 2, 3:

Step 1	Step 2	Step 3
Find out if your community has a Complete Count Committee. Take a look at the Census Bureau’s Complete Count Committee interactive map.	Contact the CCC point of contact to see how your YWCA can get involved in your community’s CCC and other community-wide efforts to support a complete 2020 Census.	Download the Census Bureau’s 2020 Complete Count Committee Guide to learn about what CCCs can do in their communities to support a fair and accurate 2020 Census.

How to Get Involved: Service Provider Checklists

How Can I Get Involved?

There are many ways to get involved in the Census, big and small. Although not every YWCA has the capacity to lead a Census Workshop or chair a Complete Count Committee, every YWCA can support a full, fair, and accurate 2020 Census. The following are suggestions for YWCAs to get involved in GOTC from the lightest lift engagement to the heaviest lift engagement.



Tier 1

- Join the open [YWCA USA Census Community](#) on the YWCA Intranet to get updates and find out about census engagement opportunities.
- Use this [YWCA Census Toolkit](#) to learn about Census 101 and educate your staff, board, and volunteers about the census. Train your staff to answer basic questions and explain why it is important to participate.
- Show your support for a full, fair, and accurate census on social media. Use [YWCA's Census Social Media Toolkit](#) to get out the word about the 2020 Census!
- Hang [YWCA Census Posters*](#) around your YWCA!
- Print and have [Census FAQ one-pagers](#) available at your front desk for your clients.

Tier 2

- Hand out **YWCA Pledge to Count cards*** at YWCA programs. Check out the Pledge to Count Cards designed for a Child Care Center, a Domestic Violence Shelter, a Housing Provider, and an Immigrant Law Center/Community Center!
- Distribute **YWCA Census pamphlets, fact sheets, stickers, and buttons*** at meetings, events, and community gatherings to encourage community members to get counted.
- Find and connect with your local **Complete Count Committee**.
- Organize! Check to see if any of your **community partners** are getting involved in census education. If not, suggest that you make it a shared priority.
- Make a **public statement*** about your support for the census by issuing a press release, letter to the editor, and/or radio announcement.

Tier 3

- Consider setting up a way for community members to fill out the census online at your YWCA. Become a **Community Resource Center!**
- Host a **Pledge to Count Drive!** Use the YWCA Pledge to Count Cards* to get members of your community to pledge to count. Then follow-up with community members to make sure they have filled out the census by April 1, 2020.
- Sponsor or co-sponsor a census event** with your local U.S. Census Office, Complete Count Committee, or community partners.
- Host a Census Workshop: Check out the **Census Bureau's Census Workshop Toolkit!**
- Plan and host a **National Census Day** party on April 1, 2020, where you invite folks to your organization to celebrate and complete the census together!

***templates and downloads will be available in December, 2020**

Service Provider Specific Checklists:

Domestic Violence Service Providers

Survivors of domestic violence face unique challenges and barriers to filling out the census, making it absolutely crucial that trusted community providers help encourage census participation among this hard-to-count group. The overlap of domestic violence and sexual assault with poverty and homelessness; survivors' reluctance to share personal information due to fear for their safety; and the Census Bureau's reliance on inadequate data collection methods like the Service Based Enumeration (SBE), make survivors and their children an incredibly vulnerable group to undercounting in the 2020 Census.

The stakes are high: undercounting of this vulnerable population in the 2020 census will result in lower funding levels for essential federal funding streams, thereby undermining considerable progress in preventing domestic and sexual violence and addressing the needs of survivors.

Still Want to Know More? Check Out these Resources from the [Census Counts](#) Resource Library:

- [Counting People Experiencing Homelessness](#)
- [Why the Census Matters for People with Disabilities](#)

Take action as a trusted community service provider.

*templates and downloads will be available in December, 2020

Tier 1

- Use information from the **YWCA Census Toolkit* and Guides** to talk with the survivors you serve about the importance and safety of filling out the census.
- Hang the **YWCA Census Posters***
- Print and have census 101 one-pagers from the **Census Bureau Toolkit** available at your front desk for your clients.
- Get in touch with your **local census office**. Make sure that your service location is going to be counted as a part of their SBE.

Tier 2

- Organize! Check to see if any of your **community partners** or other domestic violence service providers are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- Set up a way for survivors to fill out the census online at your service location. Become a **Community Resource Center**.

Child & After-School Care Providers

The 2010 census missed nearly one in ten children aged 0-4, or about 2 million children. Young children had by far the worst undercount of any age group. The children that are missed most often are children of color. Thus, children who are already disproportionately poor and most in need of strong communities and services are likely to get less than their fair share of federal and state dollars and adequate services in their communities.

YWCA's across the nation serve more than 440,000 children annually, positioning our YWCA's as trusted voices to families. In fact, according to research done by our partners at NALEO Education Fund, people who speak for "the children" or "the schools" are especially respected messengers to individuals and families in the Lantinx and other hard-to-count communities. YWCA's -- and particularly YWCA's that provide child and after/before school care -- can make a huge impact in ensuring that young children are counted in the 2020 Census.

Still Want to Know More? Check Out these Resources from the [Census Counts](#) Resource Library:

- [Undercount of Young Children](#)
- [Census "Statistics in Schools" Resources for Educators](#)

Take action as a trusted community service provider.

*templates and downloads will be available in December, 2020

Tier 1

- Use information from the **YWCA Census Toolkit* and Guides** to talk with parents and caregivers about the importance and safety of filling out the Census.
- Hang up the **YWCA Census Posters***
- Print and have **Young Children FAQ** and **Children Count** one-pagers available at your front desk for your clients.

Tier 2

- Hand out **YWCA pledge to Count cards*** designed for a YWCA child care centers.
- Organize! Check to see if any of your **community partners** or other child care providers are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- ❑ Run a **census-education activity** with the children you serve using the [Statistics in Schools](#) resources and this [Census-themed coloring book](#).
- ❑ Host a census awareness or **National Census Day party**, where you invite parents and children to your organization to celebrate and complete the census together.

Housing Service Providers

Persons experiencing homelessness are consistently undercounted by the U.S. Census, for a myriad of reasons including: difficulty finding and reaching individuals experiencing homelessness, fear and distrust of the government, limited access to the internet, and the incredibly diverse nature of this population. Moreover, Census Bureau's reliance on inadequate data collection methods like the Service Based Enumeration (SBE), and Enumeration at Transitory Locations (ETL) make persons experiencing homelessness an incredibly vulnerable group to undercounting in the 2020 Census.

Many of the services that individuals experiencing homelessness access, such as Section 8 Housing Assistance, rely on a full, fair, and accurate Census. YWCAs, as trusted service providers, are perfectly positioned to address the needs of individuals experiencing homelessness in their unique communities. One size fits all will not work: the diverse homeless population needs community-based organizations, like YWCAs, to ensure they are counted fully, fairly, and in the right place.

Still Want to Know More? Check Out these Resources from the [Census Counts](#) Resource Library:

- [Counting People Experiencing Homelessness](#)

Take action as a trusted community service provider.

*templates and downloads will be available in December, 2020

Tier 1

- Use information from the **YWCA Census Toolkit* and Guides** to talk with the people you serve in your housing programs about the importance and safety of filling out the census.
- Hang the **YWCA Census Posters*** that address the concerns of individuals experiencing homelessness around your YWCA!
- Print and have Census 101 one-pagers from the **Census Bureau Toolkit** available at your front desk for your clients.
- Get in touch with your **local census office**. Make sure that your service location is going to be counted as a part of their SBE.

Tier 2

- Organize! Check to see if any of your **community partners** or other service providers to the homeless are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- ❑ Set up a way for persons experiencing homelessness to fill out the census online at your service location. Become a **Community Resource Center**.

Immigration/Immigrant Service Providers

Immigrant individuals, families, and communities are at particular risk of being undercounted in the 2020 census for several reasons including: limited English proficiency and the rise in negative political rhetoric and federal detention and deportation operations targeting the undocumented community. In fact, the Census Bureau's own research in 2017 found unprecedented concerns among immigrants and those living with immigrants about responding to census takers' questions, due to fear that the information might be shared with other government agencies and used against them or their loved ones.

YWCA's serve immigrant women, children and families across the country -- more than 40,000 annually -- and are trusted service providers and census messengers within this community. Because fear and distrust, and therefore the risk of undercounting, are so high in immigrant communities it is more important than ever that YWCA's embrace their position as trusted census ambassadors. We must share that the census is safe and any information shared is confidential. Answers can only be used to produce statistics and can not be used against a respondent by any government agency or court.

Still Want to Know More? Check Out these Resources from the [Census Counts](#) Resource Library and [NALEO Education Fund](#):

- [Debunking the Myths about the Citizenship Question](#)
- [Citizenship Question Factsheet](#)

Take action as a trusted community service provider.

*templates and downloads will be available in December, 2020

Tier 1

- Use information from the **YWCA Census Toolkit* and Guides** and from YWCA national partners to **[debunk myths about the citizenship question](#)**.
- Hang up the **YWCA Census Posters***

Tier 2

- Hand out **YWCA Pledge to Count cards***
- Make a **public statement*** about your support for the census, and debunking some myths about the risks of the 2020 Census for immigrants, by sharing support on social media, issuing a press release, writing a letter to the editor, and/or making radio announcement.

Tier 3

- ❑ Organize! Check to see if any of your **community partners** or other immigrant advocates are involved in census education. If not, suggest that you make it a shared priority. Need a place to start? Check out our [coalition building toolkit](#) from SAR 2019: No Hate No Fear.

College Campuses & Youth Empowerment Programs

Young people and college students, are hard to count for several reasons: limited access to internet, difficulty in reaching highly mobile, and -- notably -- confusion. Are college students counted at their dorm or at their parents' home? Are international students counted in the U.S. Census? When it comes to the Census, knowledge is power!

YWCA's on college campuses and with youth empowerment programs, such as teen empowerment and STEM programs for young people, can help individuals and families count properly.

Still Want to Know More? Check Out these Resources from the [Census Counts](#) Resource Library:

- [Census "Who to Count" Fact Sheet](#)
- [Census "Statistics in Schools" Resources for Educators](#)
- [Counting Everyone in the Digital Age](#)

Take action as a trusted community service provider.

*templates and downloads will be available in December, 2020

Tier 1

- Use information from the **YWCA Census Toolkit* and Guides** to talk with college students and youth you serve about the importance of filling out the census for them and their family.
- Hang the **YWCA Census Posters***
- Print and have [Census Bureau college outreach](#) one-pagers available for students

Tier 2

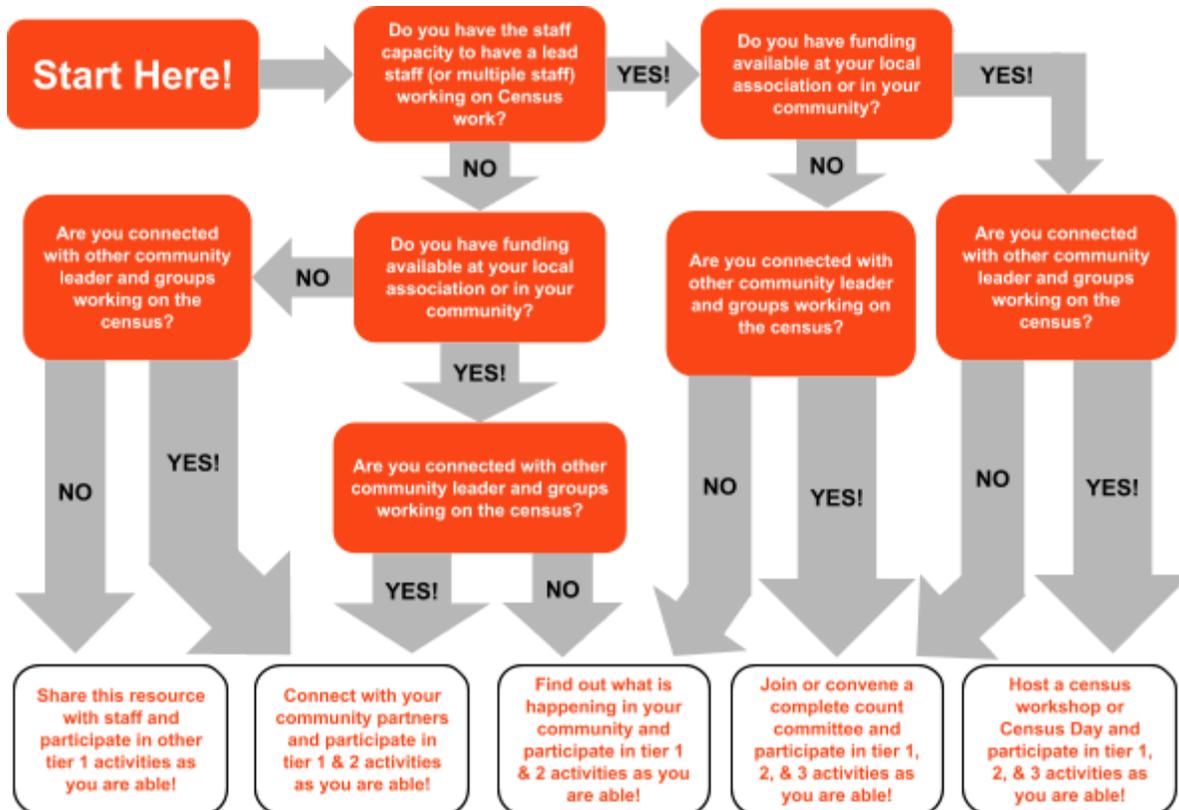
- Hand out **YWCA Pledge to Count cards***
- Organize! Check to see if any of your **community partners** or colleges and universities in the area are involved in census education. If not, suggest that you make it a shared priority.

Tier 3

- Run a **Census-education activity** with the students you serve using the [Statistics in Schools](#) resources!
- Host a census awareness or **National Census Day party**, where you invite college students, young people, and parents to celebrate and complete the census together!

- ❑ Set up a way for students to fill out the census online at your YWCA. Become a **Community Resource Center**.

How Do I Decide What To Do?



Get Started Now!
Plan Your Census Worksheets



STEP 1: BRAINSTORM YOUR PLAN

WHO ARE THE PEOPLE AND COMMUNITIES YOUR YWCA SERVES?

WHY MIGHT THEY NOT PARTICIPATE IN THE CENSUS?

WHAT ARE POTENTIAL SOLUTIONS?

WHAT RESOURCES DO I HAVE AVAILABLE?

Internal

External

STEP 2: MAP OUT YOUR PLAN

WHAT ACTION WILL I TAKE TO ENGAGE MY COMMUNITY? (MAKE IT A SMART GOAL: STRATEGIC, MEASUREABLE, ACTIONABLE, REALISTIC, TIMEBOUND)

WHAT ARE THE CONCRETE STEPS AND SUBTASKS REQUIRED TO MEET THIS GOAL?

WHO WILL ASSIST IN CARRYING OUT THESE ACTIONS?

STEP 3: CREATE YOUR TIMELINE

NOVEMBER - DECEMBER 2019

JANUARY 2020

FEBRUARY 2020

MARCH - MAY 2020