

# #YWomenCount

**YWCA 2020 Census**

**Getting Started Guide**

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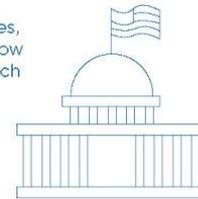
## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



## It's about fair representation.

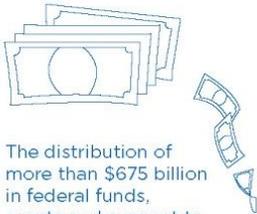
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



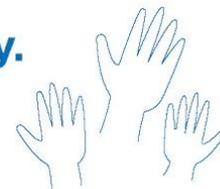
## It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.



## Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



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**A FULL FAIR AND ACCURATE CENSUS  
IS CRUCIAL TO SECURING THE  
STRENGTH AND VITALITY OF YWCAS.  
YWCAS DEPEND ON FEDERAL FUNDING  
TO PROVIDE:**

Domestic violence services

Child care

Housing

Nutrition

Health

And other critical services



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5 ?418>

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. Moreover, because of the invaluable services YWCAs provide, YWCA leaders serve and interact with these individuals and communities every day. 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.

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## OCTOBER

YWCA USA will kick off it's first census webinar on October 23rd to introduce the #YWomensCount campaign and toolkit.

## NOVEMBER

YWCA USA will host second webinar on Nov. 13th on how to create your census plan and community partnerships.

## DECEMBER

YWCA will host the third webinar in the series on Dec. 10th on census "Get Out the Count" (GOTC)

## JANUARY

Official public launch of #YWomensCount including webpage and new resources.

Census Bureau starts counting people in remote Alaskan villages

Census questionnaire assistance toll-free phone lines for language assistance open.

## FEBRUARY

YWCAs are encouraged to participate in GOTC outreach activities.

## MARCH

An invitation to respond online to the 2020 Census will arrive to most households between March 12th - 20th. A reminder letter will follow on March 16th - 24th. If you have not responded a reminder postcard will be sent between March 26th - April 3rd.

## APRIL

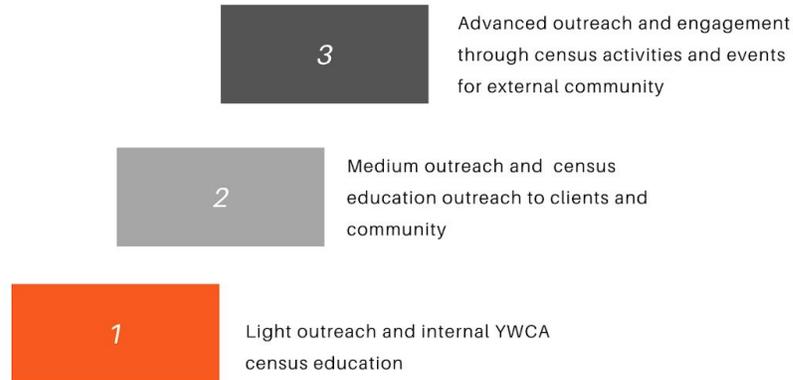
April 1st is census day. The day that census forms are due

If you have not completed the census at this time you will receive a reminder letter and paper questionnaire between April 8th - 16th. A final notice will arrive between April 20 -27. May begins the non-response in person follow-up.



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### Tier 1

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E; A>?@2@ -: ?C1>. -?5 =A1?@: ? -: 01D<85 C4E 55 9 <; >@: @@ <- >5- @

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Tier 2

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Tier 3

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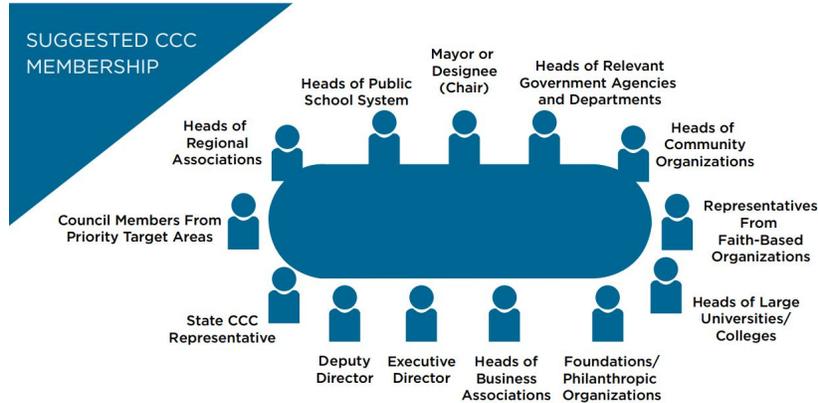
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\*Partnership Specialist is advisor and Census Bureau liaison to Municipal CCCs

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Step 1	Step 2	Step 3
Find out if your community has a Complete Count Committee. Take a look at the Census Bureau's <b>Complete Count Committee</b> 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 <b>2020 Complete Count Committee Guide</b> to learn about what CCCs can do in their communities to support a fair and accurate 2020 Census.

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/4-@?9A?@; A: @@15-8.. E53@C->O@15f%8.. E53@5@: OC4@ <@-@ 2A: O-@: ?->1 121/@1E  
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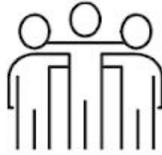
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~OB /-@ 2> ^4: 31 &4> A34 ^; 9 <8@ ^; A: @ ^; 99 @1?	+; A> / 9-E4-B1 9-: E0@>1: @1-?@C-: @ @ O5/A??C@ /; 9 <8@ /; A: @; 99 @1? &41=A1?@: ; 2C41@1>?A/4-OB /-/E C; A@/; ?@A@ 8.. E5 3C; A@O1<1: O; ; C41@1>E; A->1 1D>1??5 3- B@C-; A@<1/5@ 8358@: ?A/4-?->1/5@?@. A031@ @ /-@: %/1 @1 /; 99 @1 15 /; 9 < ; ?10; 23 B1> 91: @ 2@5@ /; 99A: 5-@ 3 C@ @19 -; A@<1/5@ 8358@: C; A@. 18.. E5 31B1: @; A34 @1E ->1; @@1 8358@>@-@ @ @; @1 8358@: &45 5. 1/-A?1 -?-> 3 B1> 91: @8; @E @1E 9-E <->@5-@ 5 @1 2 >A8@: ; 2@358@: . E3@5 3@15; <5 5: @ @1 8358@>1 /; C1B1> /; 99A: 5-@ 3C@ @19 -; A@?A1?@-@: @4-B1@. 1 B @O; . E@1 8358@>1 ?A/4-? @1 O1@@; 2 A@1-/4<8: ? C; A@; @ 1/; ; ?@1>108.. E5 3A: O1>f% >A? 75/1 @; ?1 <8: ?->1; ; @358@ 1 5 : -@>	+1?	">. . . @ ž; @
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^; ^1: ?A? ! A@1-/45 +; A> ^; 99A: @	^1: ?A?; A@1-/45- B@8<-@ 2: E/1: ?A?5B @19 1: @ 1/-A?1 @5 ; A@1-/40; 1?; ; @A/4; ; -: E<5/1; 2@358@: @; ; @; ; ?@1>10 8.. E5 3-: O0; 1?; ; @ 110@. 1/; A: @O-?-> @ 2E; A>^ 8.. E5 3 4; A?	+1?	ž;

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## Census Community



You can receive updates on all YWCA census resources by joining the YWCA census community on the intranet. YWCA USA will share all official YWCA webinar announcements and recordings as well as resources and webinars from partner organizations. The census community is also a space for collaboration and communication with other YWCAs. Please use the space to ask questions, share resources and best practices.

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## Census Webinars



From October - December YWCA USA will have monthly census webinars to share census information, best practices, new tools and resources. The goal of the webinar is to prepare you with the information and tools you need to engage and inform your communities around the 2020 Census. YWCA USA staff will be available outside of the webinars to support you in developing your census plan and to connect you with other groups doing census work.

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## Census Guides



The census guide is another tool available to support you in your census work. This document is the first census guide in the series, additional resources will be delivered in November and December with relevant and important census information.

A final toolkit will be presented during the launch in January. This toolkit will include the preview documents but will also contain communications tools and best practices as well as service provider one pagers.

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## #YWomensCount Launch



In January, we will launch the official #YWomensCount campaign. This will be our national campaign to publicly show our support for the 2020 census and our census partners. It will be an opportunity to showcase the work that our local associations are doing in their states and an opportunity to educate the public on the importance of the census and its impact on women, children, and families.