#YWomensCount

YWCA 2020 Census

Getting Started Guide
What is #YWomenCount?

#YWomensCount 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!
What Should I Know About the 2020 Census?

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!”

Graphic from U.S. Census Bureau
Why is the Census Important to YWCA?

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
What are Hard-to-Count Populations?

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.

Marginalized communities have been disproportionately undercounted in the U.S. Decennial Census. According to the U.S. Census Bureau these “hard-to-count” groups include:

- Children under 5, especially young children of color.
- Highly mobile persons, including young people such as college students.
- Communities of color.
- Non-English speakers.
- Low income persons.
- Persons experiencing homelessness.
- Undocumented immigrants.
- Persons who distrust the government. This includes many immigrant communities who may have a particular distrust for the 2020 census because of the recent citizenship question controversy. Read more about that citizenship question here!
- LGBTQ persons.
- Persons with mental or physical disabilities.
- Persons who do not live in traditional housing, including survivors of domestic violence living in shelter

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.
How Do I Complete the Census?

Although filling out the census may sound like a difficult, time consuming, or stressful thing to do, the census is designed to be easy to find and easy to take.

- In March 2020, every household will receive a mailing from the U.S. Census Bureau with instructions to visit their website. Upon logging onto the Bureau’s website, each household will fill out a simple 10-question form.

- Every person, including children, residing in the household needs to be included on the form in order to be counted.

- The information that will need to be provided includes: name, relationship to head of household, gender, age, birthday, Hispanic origin and race, and status as a homeowner or renter.

- The form can be completed in about 10 minutes. If a household does not respond, the census Bureau will mail two reminders and a paper census form in the fourth mailing.

- Other options for completing the form via telephone or mail will be available. Individuals can call 888-839-8632 for more information.

- If a household does not submit a completed census form, then the Census Bureau will send an enumerator to that address to collect the information in person. Completing a census form early and completely is the best way to avoid having an enumerator visit your home.

Confidentiality and the Census

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics -- they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Note: information from NALEO Census Toolkit
What is the 2020 Census Timeline?

YWCA activities in persimmon / U.S. Census Bureau activities in black

OCTOBER
YWCA USA will kick off its 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
YWCA's 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.
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.

1. Light outreach and internal YWCA census education

2. Medium outreach and census education outreach to clients and community

3. Advanced outreach and engagement through census activities and events for external community

- 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 Guide and the resources on the Census Intranet Community](#) 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 the [YWCA Census Posters*](#) around your YWCA!
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, and a Housing Provider.

- 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.**
  https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html

- 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 station for community members to fill out the census online at your YWCA.

- 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!**
  https://www2.census.gov/about/partners/general/workshop-toolkit.pdf

- 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*
Join a Complete Count Committee:

Complete Count Committees (CCC) 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**: Find out if your community has a Complete Count Committee. Take a look at the Census Bureau's Complete Count Committee interactive map.
- **Step 2**: 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.
- **Step 3**: 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 Can I Stay C3 In My Census Work?

*What counts at lobbying and what does not*

The good news is that 501(c)(3)s can safely participate in census advocacy. When doing so, however, organizations should be aware of which types of census advocacy activities may count as lobbying. Public charities must count their lobbying toward their IRS lobbying limit. And while private foundations are effectively prohibited from lobbying, there are many non-lobbying avenues for census advocacy available to private foundations and other nonprofits.

Nonprofits can get involved in census advocacy by advocating for adequate funds for census outreach at the federal, state, and local level, calling for the formation of or participating in complete count committees, and joining census working groups. Finally, nonprofits can participate in census outreach themselves to support the full count of their communities. Several of these options are described below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Ok for C3s?</th>
<th>Lobbying?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate for Increased Funding for Census Outreach at the Federal and State Levels</td>
<td>Advocating for increased funding for census outreach is just like advocating for any other bill or funding increase; it is ok for C3 organizations to do, but must be limited and counted as lobbying hours. Read more about counting lobbying hours <a href="#">here</a>.</td>
<td>Yes!</td>
<td>Yes!</td>
</tr>
<tr>
<td>Advocate for Change Through Complete Count Committees</td>
<td>Your 501(c)(3) may have many different ideas it wants to discuss with complete count committees. The question of whether such advocacy would constitute lobbying would depend on whether you are expressing a view about specific legislation – such as a specific state budget allocation. Since the committee is composed of government officials, communicating with them about specific legislation would be lobbying even though they are not the legislators that vote on the legislation. This is because, as a governmental body, they may participate in the formulation of legislation by giving their opinion to the legislature. However, communicating with them about issues that don’t have to be voted on by the legislature, such as the details of outreach plans, would not be considered lobbying under IRS rules, since those plans are not legislative in nature.</td>
<td>Yes!</td>
<td>Probably Not!</td>
</tr>
<tr>
<td>Join Census Working Groups</td>
<td>Census working groups are a great place to get together with partners and leaders in your community! Because you are not advocating on any piece of legislation this would not be considered as lobbying and does not need to be counted as a part of your C3 lobbying hours.</td>
<td>Yes!</td>
<td>No!</td>
</tr>
<tr>
<td>Do Census Outreach in Your Community</td>
<td>Census outreach is a vital part of any census involvement. Because this outreach does not touch on any piece of legislation it is not considered lobbying and does not need to be counted as a part of your C3 lobbying hours.</td>
<td>Yes!</td>
<td>No!</td>
</tr>
</tbody>
</table>

Read more about staying C3 at [Bolder Advocacy](#)!
What Tools and Resources Can I Expect from YWCA USA and When?

**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.

**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.

**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.

**#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.