

In just days, households across America will begin to have their first opportunity to respond to the 2020 Census.

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United States®
**Census
2020**

After sharing the imminence and importance of the census with your customers, clients, residents, students and congregants, since last year, we will all now finally be able to be counted.

This Thursday, March 12, households all across America will begin receiving a letter with an Invitation to Respond to the Census. The letter will have instructions how to respond online and by phone.

Encourage your people to look for the Invitation letter in their USPS mail. Ask them to open it, read it and do what it says. If they're unsure how to respond or have questions about the answers they should provide, tell them to visit your office, their local library, church, municipal office, school, senior center, CareerLink, service agency or organization or ask someone they trust for help and guidance.

- Their answers can't be shared with anyone; not landlords, law enforcement, immigration...no one. There are NO exceptions.
- It will take about 12 minutes for the average household to respond to the census.
- Their response will ensure their community will receive its maximum amount of funding for vital state, county, municipal and social service programs until the Census is conducted again in 2030.

Below are the notifications households will receive about participating in the 2020 Census.

- Invitation to Respond to the 2020 Census
 - The Invitation is a letter and will be delivered to households via USPS mail between March 12 and March 20.
 - The Invitation to Respond will contain instructions how to respond online or by phone.
 - The Invitation will contain a Census ID. That ID identifies the exact location of your house.
 - If you lose, misplace or throw-away your Invitation, you will still be able to respond to the Census online or by mail without your Census ID.
 - Households that do not receive mail at their houses [i.e. households that get their mail at the post office] will have their Invitation to Respond AND a Paper

Questionnaire hand-delivered to their houses by a census worker between March 12 and March 20.

- Reminder letter – March 16 – 24
- Reminder postcard – March 26 – April 3
- Reminder letter AND Paper Questionnaire – April 8 – 16
- “It’s not too late” postcard – April 20 – 27
- **Census Takers will begin visiting homes that have not responded online, by phone or by mail – May through July**
 - Census takers play a critical role in the 2020 Census. In May, they will begin visiting homes that haven't responded to the census to help ensure everyone is counted. These census takers are there to help, and they are legally bound to protect your information.
 - **The best way to avoid being visited at home by a census taker, or enumerator, is to complete the 2020 Census online, by phone, or by mail.**
- **2020 Census Count ends – July 31**

The 2020 Census WILL NOT:

- Ask for your Social Security number.
- Ask for bank account or credit card numbers.
- Ask for money or donations.
- Ask for anything on behalf of a political party.
- Send EMAILS or TEXTS to request your participation in the 2020 Census
- Send EMAILS or TEXTS to confirm your response to the Census

Additional notes:

- If for some reason a household doesn't receive Census information, they can still respond online or by phone.
- April 1, Census Day, is the day by which households are asked to respond to the Census by. **Households will still be able to respond online, by phone or by mail AFTER April 1.**
- Be sure to count EVERYONE living in your house as of April 1, 2020.

There are just 16 weeks to ensure a complete and accurate count of everyone in our communities.

Your encouragement and guidance can and will make a difference.