

## **Resource Hub for Census Counts Partners**

Use these resources, organized by topic and community, to help groups with their 2020 Census programming.

### **Census Bureau**

- [Census Bureau 2020 Census](#)
- [Census Bureau PSA Toolkit](#)
- [The Opportunity Project](#)
- [Census Sample Language Guides](#)

### **Materials for Outreach to Asian American, Native Hawaiian, and Pacific Islander Communities**

- [“Count Us In 2020” Campaign](#)
- [Census 2020 “Get Out the Count” Toolkit \(Courtesy of Asian Americans Advancing Justice\)](#)
- [Fact Sheet: Census 101 \(Courtesy of Asian Americans Advancing Justice\)](#)
- [Language Resources and How to Get Assistance](#)
- [APALA Digital Toolkit](#)
- [APIA Vote Census Hub and Translated Explainer Videos](#)

### **Materials for Outreach to African American Communities**

- [Color of Change Census Hub](#)
- [National Urban League Census Hub](#)
- [NAACP Census Hub](#)
- [Toolkit to Engage Faith Based African Americans](#)
- [Social Media Toolkit to Engage African Americans](#)
- [US Census Bureau Handout](#)

### **Materials for Outreach to Arab American Communities**

- [“Yalla Count Me In!” Campaign](#)
- [Translated census education resources and social media graphics \(Courtesy of Yalla Count Me In!\)](#)

### **Materials for Outreach to the Business Community**

- [Detailed 2020 Census Business Toolkit](#)
- [Handout: How Business Can Contribute to an Accurate 2020 Census](#)
- [State-by-State Social Media Graphics Regarding Census Impact](#)

## **Materials for Outreach to the Disabled Community**

- [Disability Rights Education & Defense Fund Community Toolkit](#)
- [National Disability Rights Network](#)
- [Census Counts Accessibility Toolkit](#)
- [The Arc Census Hub](#)
- [Why the Census Matters for People with Disabilities Fact Sheet \(Georgetown Center for Poverty and Inequality\)](#)

## **Materials for Outreach to Immigrants**

- [FIRM Census Hub](#)
- [WE COUNT Resources](#)
- [United We Dream Census Hub \(English\)](#)
- [United We Dream Census Hub \(Spanish\)](#)
- [United We Dream Digital and SMS toolkit](#)

## **Materials for Outreach to the Faith Community**

- [Faith in Public Life Census Resource Hub](#)
- [Faith in Public Life Toolkit \(in English\)](#)
- [Faith in Public Life Toolkit \(in Spanish\)](#)
- [Faith in Public Flyer \(in English\)](#)
- [Faith in Public Flyer \(in Spanish\)](#)
- [Shepherding the Next Generation Census Faith Toolkit](#)

## **Materials for Outreach to Families with Young Kids**

- [“Count All Kids Census 2020” Campaign](#)
- [Sesame Street Census Workshop](#)
- [“¡Hazme Contar!” Campaign](#)
- [Undercount of Young Kids Fact Sheet](#)
- [Undercount of Young Kids Fact Sheet \(In Spanish\)](#)
- [Video: Why We Need to Count All Kids in Census 2020 \(Courtesy of Annie E. Casey Foundation\)](#)
- [US Census Bureau Awareness Poster #1](#)

- [US Census Bureau Awareness Poster #2](#)

## **Materials for Outreach to Latino Communities**

- [¡Hágase Contar! Campaign Info](#)
- [Census 101 \(Courtesy of NALEO\)](#)
- [Census 2020 Communications Toolkit \(Courtesy of NALEO\)](#)
- [NALEO Educational Fund Research & Messaging \(Find under Latest Resources Section on webpage\)](#)
- [US Census Bureau Half Page Handout \(In Spanish\)](#)
- [US Census Bureau Handout for Migrant Workers \(In Spanish\)](#)

## **Materials for Outreach to the LGBTQ+ Community**

- [“Queer the Census” Campaign](#)
- [The National LGBTQ Task Force’s Guide to the 2020 Census](#)
- [State Census Fact Sheets \(Courtesy of the National LGBTQ Task Force\)](#)
- [Census Pride / #CreativesForTheCount Social Media Templates](#)
- [US Census Bureau Awareness Poster #1](#)
- [US Census Bureau Awareness Poster #2](#)
- [US Census Bureau Half Pager #1](#)
- [US Census Bureau Half Pager #2](#)
- [US Census Bureau One-Pager](#)

## **Materials for Outreach to Native American Communities**

- [“Indian Country Counts” Campaign](#)
- [Toolkit to Engage Native Americans](#)
- [“Native Count” Campaign](#)
- [Native Count 2020 Flyer \(Courtesy of NARF\)](#)
- [2020 Census Snapshot for American Indians and Alaska Natives](#)
- [National Urban Indian Coalition](#)

## **Materials to Address Disinformation**

- [2020 Census: Responding Online \(Courtesy of Yalla Count Me In\)](#)
- [Census and Security \(Courtesy of Yalla Count Me In\)](#)
- [Disinformation 101 \(Courtesy of Yalla Count Me In\)](#)
- [2020 Census: Protecting Yourself Against Scams \(Courtesy of Yalla Count Me In\)](#)
- [What is Disinformation? \(Courtesy of Yalla Count Me In\)](#)
- [Detecting Disinformation \(Courtesy of Yalla Count Me In\)](#)

## Census Messaging Tests

- [Overview of Census Messaging Tests](#)
- [Anchor Collaborative Messaging Research](#)
- [Article 1 National Audience Research](#)
- [Census Bureau CBAMS Survey and Focus Groups](#)
- [African American Community Census Messaging Test by Color of Change](#)
- [Arab American Community Census Messaging Test by Arab American Institute & American-Arab Anti-Discrimination Committee ADC](#)
- [Asian American Community Census Messaging Test by Asian Americans Advancing Justice](#)
- [Immigrant Community Census Messaging Test by San Joaquin Valley Health Fund](#)
- [Latino Community Census Messaging Test by NALEO](#)
- [Native American Community Messaging Test by National Congress of American Indians](#)
- [Parents and Other Householders Census Messaging Test by Partnership for America's Children](#)

## Georgetown Center on Poverty and Inequality

- [Why the Census Matters for Women and Girls](#)
- [Why the Census Matters for Reproductive Health](#)
- [Hard to Count Community Fact Sheets](#)

## Digital Organizing and Creative Development Resources

- [Sample Scripts in Various Languages](#)
- [Digital Organizing Webinars and Handouts](#)
- [Google Non-Profit Trainings](#)
- [HTC Audience Targeting Dashboard](#)
- [Census 2020 Hard to Count Map](#)
- [How to Use the HTC map](#)
- [Response Outreach Area Mapper \(ROAM\) Hard to Count Map](#)
- [Creatives for the Count](#)
- [Facebook Workshop Handout](#)
- [Paid Ad Script Templates](#)

## Census Kiosk Resources

- [GOTC Cybersecurity Toolkit](#)
- [Digital Equity Lab](#)
- [Code for America](#) is helping to build digital capacity for the count

- [Census Bureau Guide to ISR](#)
- [Digital Preparedness Playbook \(NLC and Beeck Center\)](#)

## **State by State Census Resources**

[Alabama Counts](#)

[Alaska Counts](#)

[Arizona / One Arizona](#)

[Arkansas Counts](#)

[California Complete Count Committee](#)

[California Census 2020 Statewide Funders' Initiative](#)

[Colorado Complete Count Committee](#)

[Connecticut Complete Count Committee](#)

[Connecticut Nonprofit Census Toolkit](#)

[Delaware Complete Count Committee](#)

[Florida Nonprofit Alliance](#)

[Florida Philanthropic Network](#)

[Georgia Complete Count Committee](#)

[Hawaii Complete Count Committee](#)

[Idaho Complete Count Committee](#)

[Illinois Complete Count Committee](#)

[Illinois Nonprofit Network](#)

[Indiana Complete Count Committee](#)

[Iowa Complete Count Committee](#)

[Kansas Counts](#)

[Kentucky Nonprofit Network](#)

Louisiana: TBD

Maine: TBD

[Maryland Complete Count Committee](#)

[Massachusetts Secretary of State Census 2020](#)

[Massachusetts Counts](#)

[Michigan / Be Counted Michigan](#)

[Minnesota / We Count MN](#)

[Minnesota Council of Foundations](#)

Mississippi: TBD

[Missouri Counts](#)

[Montana Complete Count Committee](#)

[Montana Nonprofit Association](#)

[Nebraska Counts](#)

Nevada: TBD

[New Hampshire Complete Count Committee](#)

[New Hampshire Center for Nonprofits](#)

[New Jersey Counts](#)

[New Jersey / Fund for New Jersey](#)  
[New Mexico Counts](#)  
[New Mexico / I Count NM](#)  
[New York Counts](#)  
[New York Complete Count Committee](#)  
[North Carolina Counts](#)  
[North Carolina Complete Count Committee](#)  
[North Dakota Census 2020](#)  
[North Dakota Association of Nonprofit Organizations](#)  
[Ohio Complete Count Committee](#)  
[Ohio Census Advocacy Coalition](#)  
[Oklahoma / Count Me In Oklahoma](#)  
[Oregon Complete Count Committee](#)  
[Oregon / We Count Oregon](#)  
[Pennsylvania Complete Count Committee](#)  
[Pennsylvania / Keystone Counts](#)  
[Rhode Island Complete Count Committee](#)  
[Rhode Island Census 2020 Fund](#)  
[South Carolina Complete Count Committee](#)  
[South Carolina / Together SC](#)  
South Dakota: TBD  
Tennessee: TBD  
[Texas / Center for Public Policy Priorities \(CPPP\)](#)  
[Utah Complete Count Committee](#)  
[Utah Nonprofits Association](#)  
Vermont: TBD  
[Virginia Complete Count Committee](#)  
[Virginia Complete Count Toolkit](#)  
[Virginia / Voices for Virginia's Children](#)  
[Washington Complete Count Committee](#)  
[Washington Census Alliance](#)  
[West Virginia Nonprofit Association](#)  
[Wisconsin Complete Count Committee](#)  
[Wisconsin Voices](#)  
[Wyoming Complete Count Committee](#)

## **GOTC Hubs**

- [American-Arab Anti-Discrimination Committee](#)
- [Arab American Institute Foundation](#)
- [Asian Americans Advancing Justice \(AAJC\)](#)
- [Census Counts](#)
- [Color of Change](#)

- [Community Action Partnership](#)
- [Faith in Public Life](#)
- [FIRM](#)
- [Leadership Conference](#)
- [National LGBTQ Task Force](#)
- [National Congress of American Indians](#)
- [NAACP](#)
- [NALEO](#)
- [National Urban League](#)
- [ReadyNation/Council for Strong America](#)
- [Partnership for America's Children](#)
- [State Voices](#)

## Other

- [American Library Association](#)
- [American Library Association Guide to the 2020 Census](#)
- [Census Project](#)
- [Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds by Andrew Reamer](#)
- [Fair Count](#)
- [Funders Committee for Civic Participation](#)
- [National Association of Counties](#)
- [National Coalition for Literacy](#)
- [National Education Association](#)
- [National League of Cities](#)
- [Rock the Vote](#)