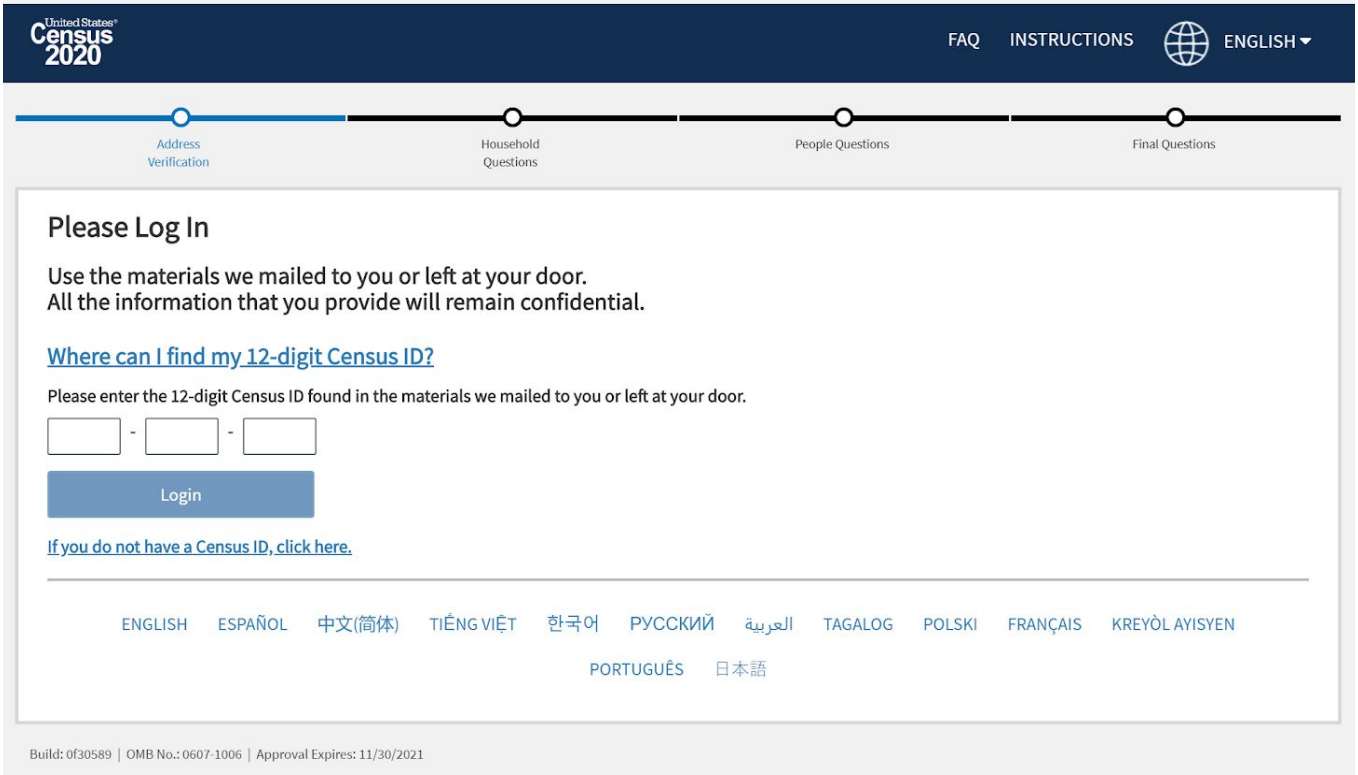
Census Toolkit

This toolkit offers important information and updates regarding the Census, as well as provides messaging and graphics that can be used for social media. Due to our current situation, we are strongly encouraging self-response via phone or online. If you have any questions, please feel free to reach out to PAFCO at info@pafcoalition.org.

Census

- Online
  - To complete the Census online, participants can head to my2020census.gov which will take them directly to the Census questionnaire.
    - The Census questionnaire asks for a 12 digit Census ID number. This can be found in the letter mailed to households.
    - If participants did not receive a letter or do not have a Census ID number, they can still complete the questionnaire by clicking the link, “If you do not have a Census ID, click here” which is found under the Login button.



- Phone
    - The 2020 Census can be completed by phone in the following languages. Phone lines are open every day from **7am to 2am Eastern Time**.
        - English: 844-330-2020
        - Spanish: 844-468-2020
        - Chinese (Mandarin): 844-391-2020
        - Chinese (Cantonese): 844-398-2020
        - Vietnamese: 844-461-2020
        - Korean: 844-392-2020
        - Russian: 844-417-2020
        - Arabic: 844-416-2020
        - Tagalog: 844-478-2020
        - Polish: 844-479-2020
        - French: 844-494-2020
        - Haitian Creole: 844-477-2020
        - Portuguese: 844-474-2020
        - Japanese: 844-460-2020
        - English (for Puerto Rico residents): 844-418-2020
        - Spanish (for Puerto Rico residents): 844-426-2020

For information on services for people who are deaf or hard of hearing, call the TDD number at 844-467-2020.

Census FAQs

These FAQs answer common questions asked about the Census. Topics include: Census 101, Help Responding Online, Help With The Paper Form, Follow Up Calls and Visits, Address and Residence Help, and Who You Should Count.

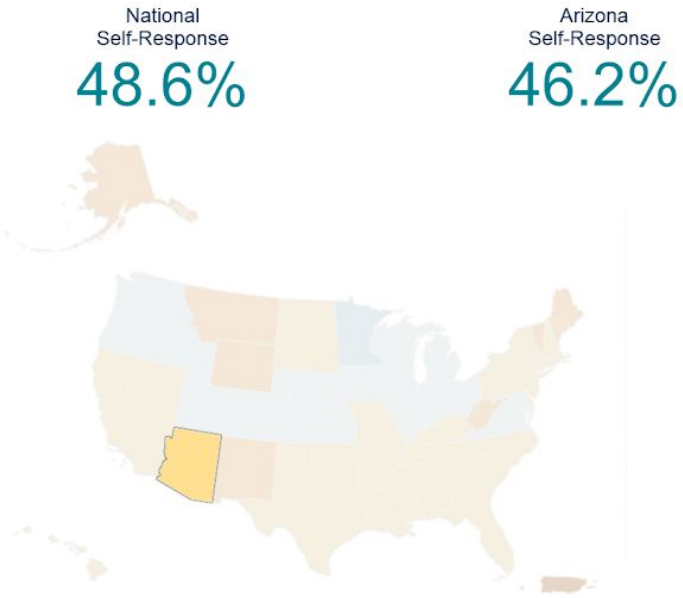
Updated Timeline

The Census Bureau has made operational adjustments due to COVID-19. As of 4/13/2020, field activities are expected to resume after June 1, 2020, with Census takers expected to interview households in mid August. Although the current deadline to complete the Census has been pushed back to October 31, 2020, we are still encouraging people to self respond to the Census online, by phone, or mail. The adjusted schedule is subject to change based on the most current guidance from authorities to ensure the health and safety of the public and Census staff. For the most up-to-date information about the timeline, please click here.

Response Map

The Response Map shows the self-response rates from households throughout the U.S. as well as for each state and county. This map is updated on a daily basis.

Currently, Arizona is below the national average self-response rate. To ensure Arizona gets a complete and accurate count, we're urging our partners to continue sharing information about the Census and encouraging the community to fill it out online or by phone, even after the April 1st Census Day.



Messaging

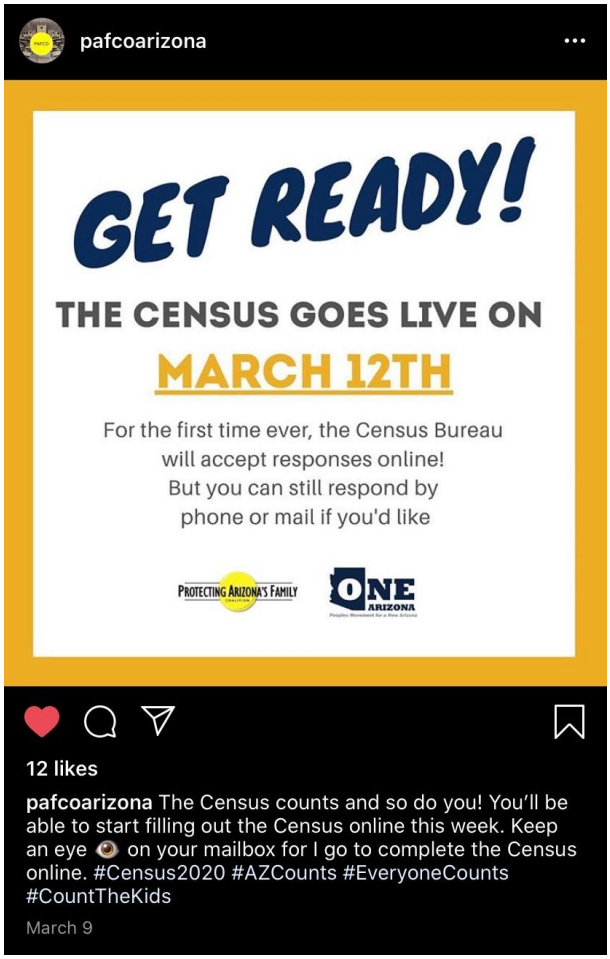
- "The Census counts and so do you!"
- "10 questions in 10 minutes leaves an impact for 10 years!"
- "Get counted! Complete your Census questionnaire online, via phone, or mail."
- "For the first time ever, the Census Bureau will accept responses online. But you can still respond by phone or mail if you'd like."
- "Take some time today to ask your loved ones if they have completed the Census."
- "The results from an accurate Census count can help determine how billions of dollars in federal funding flow into states and communities for the next 10 years."
- "Every person counted adds nearly $3,000 in federal funding to Arizona. Complete the Census today!"
- "Make an impact in your community! Go to my2020census.gov to fill out the Census."
- "Census data helps determine billions of dollars in annual federal funding in health and human services and programs. Commit to be counted. Complete the 2020 Census."
- "Tell us why completing the 2020 Census is important for you!"

Hashtags

#Census2020 #AZCounts #CountMeIn #CountTheKids #KidsCount #HazteContar

Graphics

This link includes a folder of Census graphics created by PAFCO. Feel free to use these graphics when sharing information about the Census or use them as examples to create your own graphics.

Social Media Examples

These are examples of social media posts from PAFCO's Instagram account using the graphics from the above section.