The Nonprofit Census Action Toolkit is designed to give you basic tools that you can use to build awareness and encourage the people you serve to be counted.

Please use the enclosed materials to start planning your organization’s outreach efforts around the 2020 Census. We hope that you’ll post provided flyers and posters in your lobbies, incorporate census content into social media channels regularly, and share this content in your newsletters and at future events.

With your help, Alaska Counts will spread the word about the importance of the 2020 Census and help ensure a complete and accurate count of all Alaskans.

Please visit www.alaskacounts.org to download additional resources.
Dear Nonprofit Leader,

Did you know that on January 21, Toksook Bay, Alaska will be the first community to be counted in the 2020 Census? The U.S. Constitution requires an account of every inhabitant of our country every ten years, and each time that process starts with us – here in Alaska.

Did you know that there are roughly 3.2 billion reasons why the census matters to Alaska? This number represents the total federal dollars flowing into our state ($3.2B) based on census data. Nonprofits directly receive 18% of that money, and even more as indirect funding. That’s why it is critically important that we take an active role to make sure that an accurate census count takes place next year. **You know that nonprofits are woven into the fabric of each Alaska community, and as such, you are a trusted voice.** Today I am asking you to use your voice on behalf of democracy and all Alaskans.

Together we can ensure that all Alaskans are counted! A full and accurate count of every Alaskan means we get our full share of federal resources, along with the data we need to make critical investment and policy decisions for our state. Census data determine the distribution of billions in federal funding for everything, from roads and schools, to housing and human services. If our communities aren’t fully counted, we won’t get our complete share of this funding.

**We only get one chance every 10 years to get this right, so now is the time to jump in and help make it happen for Alaska.**

You might be aware that since 2017, along with Cook Inlet Housing Authority, Foraker has created and been the backbone of the Alaska Census Working Group. This multi-sector, nonpartisan effort has advocated for appropriate federal and state funding for an accurate count in Alaska and has been the voice on policy issues that impact the way the census is implemented in state. If you have not joined us as a member of the Working Group, there are still many ways to become engaged.

For example, the Working Group launched a statewide campaign – **Alaska Counts** – that includes materials and resources to use within your organization and your community. We are working hand-in-hand with the U.S. Census Bureau to make sure we are amplifying their efforts along with all the work of the local Complete Count Committees.

**Nonprofits will play an important role in outreach.** Community-based organizations like yours will make a big difference in encouraging participation from hard-to-count individuals all over the state. Alaska’s population has always been a challenging place to count, given our unique geography and cultural barriers. This census could prove even harder. A number of factors threaten a complete count:

- Federal funding for the census is down, and the federal government is having trouble hiring the people needed to conduct the count.
- A general fear is present in immigrant communities across the country and in Alaska, and that could limit participation.
- A move to focus on online responses will make it more difficult for seniors and rural residents who lack reliable broadband to respond.
We know from previous counts, that a number of groups fall into the “hard-to-count” category and may need additional support to be counted. Those include:

- People of color, especially Alaska Native/American Indian peoples
- Seniors
- Children under five years old
- People experiencing homelessness
- Rural and remote rural residents
- Non-English speakers
- Renters
- Recent immigrants
- People living in crowded or multi-family households

How can nonprofits help? You are a trusted messenger in your community. From arts organizations to clinics to food banks, and so many more, you have relationships with your neighbors and serve as important gathering places. Now through Spring 2020, you can play a role in encouraging people to be counted through education and personal outreach. You also can help by providing access to computers with reliable Internet so people can complete the census online when that process starts in March 2020.

And we can supply resources for you. The Nonprofit Census Action Kit is designed to give you basic tools that you can use to build awareness about the census and encourage the people you serve to be counted.

Please start building support now within your organization, and consider what steps you can take. Here are a few great ways to start:

- Post the enclosed poster in your lobby (print version available at www.alaskacounts.org).
- Include educational information in your e-newsletter.
- Share census materials at community events.
- Educate your own staff, board, and volunteers so they can build trust and have conversations about the importance of participating in the 2020 Census.

The basic information you need most is contained in this kit. We have additional resources available on our website at www.alaskacounts.org including information translated into a variety of languages for more access to more people.

Know we are a resource for you.

- Visit our website and share it with your network.
- Join the Alaska Census Working Group/Alaska Counts e-news list.
- Find out more about our mini-grant program for your efforts to reach hard to count populations.

Let’s do this work together for all of Alaska.

Laurie Wolf
President and CEO, The Foraker Group
Will Alaskans’ responses to the census remain confidential?  

There are strong, long-standing legal protections in place that prohibit the Census Bureau or any other part of the federal government from using census data against the Alaskans who supply it. 

Your individual responses to the 2020 Census are confidential and can only be used to produce statistics. This includes responses on census questionnaires, names, addresses, and residential locations. 

By law, the U.S. Census Bureau cannot share an individual’s information with immigration enforcement agencies, law enforcement agencies, or non-governmental organizations. In other words, included census data may not be used “to the detriment” of any census respondent or other person to whom the data relates. This means that a landlord, employer, or business will never have access to your responses to the census.

Legal Protections to Protect Confidentiality of Census Responses

There are strong, long-standing legal protections in place that prohibit the Census Bureau or any other government agency, landlord, or business from using census data to determine an individual’s eligibility for government benefits or to identify an individual.

The Confidential Information Protection and Statistical Efficiency Act (CIPSEA) prohibits the Census Bureau from disclosing any individual’s census information to any government agency, landlord, or business. The law also prohibits the Census Bureau from using census data to determine your eligibility for government benefits.

The law further prohibits the Census Bureau from using census data to determine whether you are eligible for government benefits, to the detriment of any census respondent or other person to whom the data relates. This means that a landlord, employer, or business will never have access to your responses to the census.

About 5% of kids or one million children—under the age of 5—weren’t counted in the 2010 Census. Understanding kids has devastating consequences. By 2020, the Census Bureau awarded $50 billion in federal funding to programs such as:

- Medicaid
- Essential Health Assistance Program (EHAP)
- Early Head Start
- Head Start
- Title I
- Early Childhood Education

The 2020 Census will seek to count over 50,000 children under the age of 5 in Alaska.

If you do not respond to the 2020 Census, the Census Bureau will use other methods to verify your location and count your household. The Bureau will use methods such as:

- Self Response
- Update Enumerate
- Update Leave
- Self-Response
- Non Response Follow Up

The Bureau sends automated and live canvassers to visit your home to verify the location and count your household.

Self Response

People living in rural and remote communities, such as villages, Native Corporations, and reservations, will receive a home visit from a live canvasser. If there is no response to the home visit, the Bureau will contact you by phone or mail to verify the location and count your household.

Remote Alaska

People living in remote and rural communities, such as villages, Native Corporations, and reservations, will receive a home visit from a live canvasser. If there is no response to the home visit, the Bureau will contact you by phone or mail to verify the location and count your household.

Update Leave

If you do not respond to the 2020 Census, the Bureau will use non-response follow-up to verify your location and count your household. If you do not respond to the non-response follow-up, the Bureau will use other methods to verify your location and count your household.

The 2020 Census will help ensure that Alaskans receive the funding they need to receive critical services such as:

- Medicaid
- Essential Health Assistance Program (EHAP)
- Early Head Start
- Head Start
- Title I
- Early Childhood Education

These programs help provide medical care, nutrition assistance, and education for children and families in need.

Every Alaskan Counts

alaskacounts.org

To request printed versions, please contact info@alaskacounts.org.
What is the census?
Every 10 years, the U.S. Census Bureau conducts a census to determine the number of people living in the United States.

CENSUS 2020
Fast Facts

What will the census ask?
The census asks for less personal information than most social media profiles. Items like name, gender, age, birthday, race/ethnicity, relationship to head-of-household, owner or renter and phone number are asked.

Who gets counted?
Census forms are filled out by household. Everyone living at the address matters and everyone needs to be counted, including children.

How do I fill it out?
People living in remote parts of the state will be counted in person. The Census Bureau will invite others to respond via mail and online. You’ll be asked 10 questions that take about 10 minutes total, whether you’re counted in person or you respond online.

How is census information used?
Being counted helps communities create jobs, provide housing, fund K-12 education, prepare for emergencies and build schools, roads, hospitals, libraries, and so much more.

Census and elections
Census data determines how many seats your state gets in Congress. State and local officials also use census data to draw boundaries for state and local legislative districts and school districts.

Census and information safety
By federal law, individual census information cannot be shared. The Census Bureau has strong cybersecurity measures in place to protect your information and keep it secure.

Language assistance
Online form: 12 non-English languages.
Paper form: English and Spanish.
Telecommunications help for the people who are deaf or hard of hearing.
Language guides (video and print): 59 non-English languages, including American Sign Language, Braille and large print. The Alaska Census Working Group will also provide translated materials in a number of languages. For access, go to www.alaskacounts.org.

Key Dates
JANUARY 21, 2020
Remote Alaska Census operations begin in Toksook Bay, Alaska.
JANUARY – FEBRUARY
Western Alaska counted in person.
FEBRUARY – MARCH
Interior and Eastern Alaska counted in person.
MARCH – APRIL
North Slope and Aleutians counted in person.
APRIL 1, 2020
National 2020 Census Day +
Non-response follow-up begins for households that didn’t submit census form.
JULY 2020
Self-response deadline.
DECEMBER 31, 2020
Census Bureau delivers count to President.
MARCH 2021
States receive official count.

Additional resources available at alaskacounts.org:

- FAQ + Core Census Talking Points
- Social Media Graphics
- Printable Fact Sheets
- Posters
- Educational Presentations
- Template Letters to the Editor
- Sample Newsletter Content