The Census Champion Toolkit is designed to give you basic tools that you can use to build awareness and encourage your community to be counted.

Please use the enclosed materials to do outreach and education 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 Census Champion:

There are roughly 3.2 billion reasons why the census matters to Alaska: that's the number of federal dollars that come to Alaska each year based on census data. Whether you work for a nonprofit, a business, or a local government, census data provides critical funding for our communities. We have to take an active role to make sure that an accurate census count takes place. Using trusted voices and leaders is the best way to get communities to buy into the census.

A full and accurate count of every Alaskan means we maximize the 3 D's: data, dollars, and democracy. We get the bedrock data that we need to make investment and policy decisions for Alaska's future, whether it's planning a road, getting a firetruck, or building a hospital. We get the money we need to fund critical services from education to public safety to health care to housing. And we ensure that every Alaskan gets an equal voice in our democracy.

We only get one chance every ten years to get this right, and we've been working hard to make it happen. 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.

Our work has transitioned into the education and outreach phase by launching Alaska Counts, a statewide campaign to share materials, resources, and facts with Alaskans in every community. We want to make sure no Alaskan hears about the census for the first time with a knock at the door. Alaskans need to know why they're being counted before that, so they understand the tangible benefits that a complete count brings to Alaska.

We work hand-in-hand with the U.S. Census Bureau to make sure we are amplifying their efforts and the work of local Complete Count Committees. All of Alaska's organizations, from the biggest business to the smallest non-profit can make a difference in encouraging Alaskans to participate, including hard-to-count groups like . . .

- People of color, especially Alaska Native and American Indian people
- Seniors
- Children under five
- People experiencing homelessness
- Rural residents
- Non-English speakers
- Renters
- Recent immigrants
- People living in crowded or multi-family households
And we can supply resources for you. The Census Champion Kit provides basic tools to build awareness and encourage Alaskans 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:*

- 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
Muy pronto en Anchorage: El Censo 2020

Las respuestas al Censo afectan a todos y todo: Servicios a la Salud, Escuelas y Cuidado a Niños, Servicios Sociales, Construcción de Autopistas, Transbordadores, Carga de Comercio

Las responsas al Censo afectan a: Servicios a la Salud, Edad de los Niños, Servicios Sociales, Edad de los Niños, Servicios Sociales

El Censo 2020 determinará la cantidad de fondos federales para la construcción de hospitales, escuelas y seguridad pública, así como la construcción y mantenimiento de carreteras y aeropuertos.

Every Alaskan Counts
alaskacounts.org

El Censo 2020 es importante

El Censo 2020 determinará la cantidad de fondos federales para la construcción de hospitales, escuelas y seguridad pública, así como la construcción y mantenimiento de carreteras y aeropuertos.

Cuando las personas no responden al Censo, el Censo no puede determinar la cantidad de fondos federales necesarios para la construcción de hospitales, escuelas y seguridad pública, así como la construcción y mantenimiento de carreteras y aeropuertos.

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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 and everyone needed 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 will be asked a few 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 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
# Alaska Counts

## How to Be a Census Champion

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<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
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<tr>
<td>Like the Alaska Counts Facebook page or Instagram account.</td>
<td>Sign up for census-related updates.</td>
<td>Add the Alaska Counts logo and tagline (Every Alaskan Counts) to your email signature.</td>
<td>Find out how your community will be counted. Post it on social media to let people in your network know what to expect, and hashtag it with #alaskacounts.</td>
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<th>Day 5</th>
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<td>Print out the Alaska Counts Fast Facts poster and hang it in your office or lobby.</td>
<td>Talk to a friend, colleague, or family member about why the census is important to you.</td>
<td>Review the census checklist timeline for Alaska organizations. Where are you at with outreach? Complete or catch up on any steps that make sense for you.</td>
<td>Alaska Native people are one of the hardest to count groups in the country. What tribal groups are the original residents of your region? Post an acknowledgement on social media and hashtag it with #alaskanativescount.</td>
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<td>Do you know what 10 questions will be asked on the 2020 Census? Find out, and pick one that generates important data for your organization. Post it on social media to familiarize your network, and explain how the answers help you accomplish your mission.</td>
<td>Apply for a mini-grant to conduct your own community census outreach, or share the application with someone at another Alaska organization that you think is a good candidate!</td>
<td>One of the biggest barriers for census response is fear of what will happen to the answers. Use the hashtag #safecensus and share a post on social media reminding your network that the census is confidential.</td>
<td>Take a census selfie or team photo: Post a photo on social media with an explanation of who or what you're being counted for—and why you think it's important for others to be represented. Post it on social media with the hashtag #alaskacounts.</td>
</tr>
</tbody>
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Don't have social media? Share with a friend or coworker, or send it to us! We'll post some on our social media for you.

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Every Alaskan Counts

[alaskacounts.org](http://alaskacounts.org)

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Census Communications Template

This template document can be used for op-eds, remarks, newsletters, social media, and more. Background information is always available at alaskacounts.org. If you have specific questions or materials you’d like to see, you can always email the Alaska Counts team, info@alaskacounts.org.

The Census is critical for our communities for three reasons: dollars, data, and democracy.

Alaska gets $3.2 billion from each year from the federal government, and Census data determines how we divide it. From public safety and public schools, to hospitals and healthcare, to infrastructure and transportation, our Census count determines the level and quality of services that Alaskans will receive for a decade. Without a complete count, our communities miss out on resources they need.

Beyond the services and benefits guaranteed by the count, Census data is critical for our economy. Local governments and businesses use Census data as a tool to make educated choices about the economy. Census data helps us figure out what’s going on, whether it’s building new housing, starting a business, or understanding trends about the economy.

Last, the Census is critical for our democracy. By responding to the Census, you empower yourself and your community to have an equal voice in government.

The Census is safe and confidential.

Your answers can’t be shared or used against you. The Census Bureau can only use your answers to create statistics and divide resources. It can never share your personal information, and Census workers take an oath to protect your responses for life.

That means no landlord, employer, business, or government agency (including law enforcement and immigration) can ever see your answers. Your 2020 PFD applications asks you to share more personal information than the Census does.

The Census is quick.

The 2020 Census is only ten questions, and takes ten minutes to fill out. It can be completed in person, by phone, and for the first time in American history, online. The online form will be available March 12, 2020. In the meantime, you can figure out how you’ll be counted and/or if you live in a hard-to-count community by checking out Alaska’s map here.

Ten questions. Ten minutes of your time. Ten years of impact for Alaska. Every Alaskan counts!
YOUR COMMUNITY IS COUNTING ON YOU
When you’re counted by the census, you are providing for your community.

The Law is Clear.
No personal information can be shared.

The Census is safe.
Census data is confidential, protected by law, and can't be shared.
- The Census asks you to share less information than the PFD application.
- No landlord, employer, business, or agency will have access to your answers.
- Your answers can't be used against you when it comes to determining your eligibility for state or federal benefits.
- Census workers take oaths to keep answers confidential for life — and face 5 year prison terms and $250,000 fines if they don’t.

The Census is important.
The 2020 Census will bring more than $3 billion to Alaska each year for the next ten years.
- The Census affects everyone in our communities, especially our:
  - Children,
  - Seniors and elders,
  - Families that need help such as Medicaid, Denali Kidcare, SNAP, TANF, elder benefits, and heating subsidies.
- Without a complete count, our communities miss out on critical funding.

The Census is easy.
The Census is only ten questions and takes only ten minutes to fill out, but its impact lasts for ten years.
- Your community is counting on you: when you’re counted by the Census, you are providing for your community.

alaskacounts.org