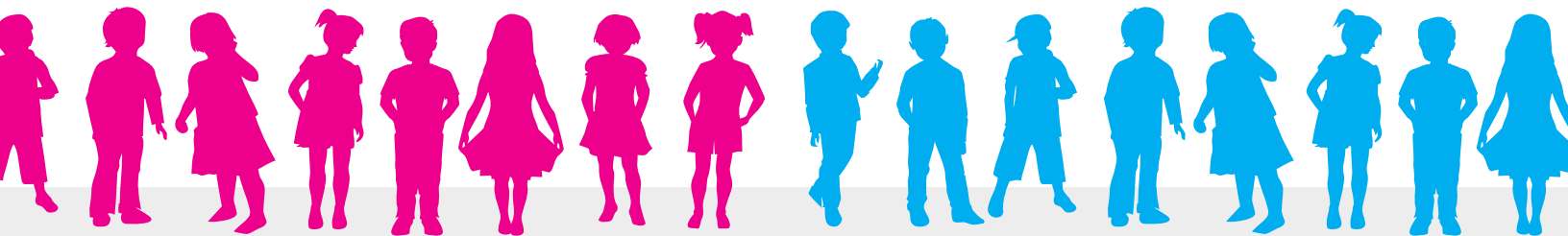




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# Back to School Toolkit for School Administrators and Educators

Counting Young Children  
in the 2020 Census



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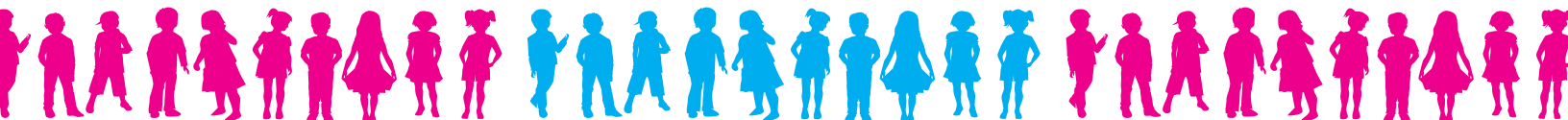
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# I. INTRODUCTION

This toolkit aims to provide school administrators, educators, and teachers the tools and resources necessary to inform parents and students on the importance of participating in the 2020 Census.

This toolkit contains up-to-date Census Bureau operations, messaging to reach parents, email templates, scripts, social media graphics, and much more. You will also find additional census resources from partners and NALEO Educational Fund.

We hope that as trusted messengers in your communities, this toolkit will serve as a resource to encourage parents to count their families, create leaders in your students, and motivate educators to use their voices to persuade others to make themselves count.



## II. LETTER TO EDUCATION LEADERS

**Dear School Administrator/Education Leader,**

We thank you for your commitment to and investment in your students and staff! Schools play a critical role in providing students with a space to ask questions, absorb information, and grow as individuals. Additionally, schools are a trusted source of information and hub of resources for their communities. In the midst of a global pandemic, your work is more vital than ever in ensuring students receive the education, care, and resources they need to succeed. Participating in the 2020 Census is an important way to secure funding and resources for your students and schools, and that is why we have created this Back to School Toolkit to aid you in your work ahead.

Our country's future is shaped largely by the accuracy of the population data collected by the U.S. Census Bureau. The data collected help ensure fair and representative reapportionment and redistricting while also playing an indispensable role in monitoring and implementing civil rights policies. In addition, census data help determine the allocation of over \$1.5 trillion in federal funding for programs like Head Start, Special Education Grants (IDEA), Children's Health Insurance Program (CHIP), Section 8, hospitals, and more.

Latinos and young Latino children are at risk of being severely undercounted in the 2020 Census. In the last decennial census, there was a net undercount of over a million children under five years old, 400,000 of which were Latino. This means that for 10 years, in addition to the critical programmatic funding these children will miss out on, their schools will also not receive their fair amount of funding. We all know that when schools have to make do with less funding than what they need, education quality may not reach its full potential. This is why it is imperative to remind parents and guardians of the importance of counting every child in a household, both related and unrelated, regardless of citizenship status. Remember, as school administrators, teachers, and staff, you are trusted messengers in our communities - so your voice is powerful in motivating families to respond to the 2020 Census!

With the latest change in census operations and extended response deadline of September 30th, we have a unique opportunity to encourage participation in the 2020 Census at the start of this school year. Our Back to School Toolkit offers simple guidance and tools on how to engage parents to help encourage participation. NALEO Educational Fund is committed to ensuring the full count of Latino children and all children in the census, and we look forward to continuing our partnership in these efforts.

Sincerely,

**Arturo Vargas**

**CEO, NALEO Educational Fund**

## III. SAMPLE LETTER / EMAIL TEMPLATE ADDRESSED TO PARENTS / FAMILIES

### ENGLISH

Dear parent or guardian,

This year marks our once-in-a-decade opportunity to take less than ten minutes and fill out the 2020 Census! By making sure we are all seen, heard, and counted, we can contribute to the success of our kids, their schools, and our communities. Data collected from the census will guide the allocation of over \$1.5 trillion in federal funding over the next 10 years. That money will be distributed throughout our communities, going towards our children's schools, in addition to other vital programs that support healthy families.

**Did you know that the census consistently undercounts young children at a much higher rate than any other age group?** While young children are recipients of important federal assistance programs, including Head Start, WIC, special education grants, free school meals, among many others, in 2010, over a million children under five were not counted in the census. This meant that all of those children missed out on their fair share of resources that exist to help them to thrive. That is why if we do not count our kids, they miss out.

The good news is that there is still time to participate! Most recently, the Census Bureau has decided to extend the deadline to September 30th to complete the census. In addition to completing the census, it is critical that we take this opportunity to encourage our friends and family to do so as well.

The 2020 Census can be completed in one of three ways:

1. Online at **my2020census.gov**
1. By phone in **English by dialing 844-330-2020** or in **Spanish at 844-468-2020**
2. By mail (you should have received a paper questionnaire in the mail) through completing the paper questionnaire and sending it back (in September, an additional questionnaire will be mailed to households that have not responded).

Remember that the sooner you complete it, the less likely it is to have an enumerator visit your home in August and September.

Our children and schools deserve the opportunities that will allow them to have a brighter future. Together, we can create a meaningful impact in our communities by participating in the 2020 Census and counting all children living in our households, related or unrelated, regardless of citizenship status.

Still have questions? NALEO Educational Fund is happy to answer them – call their national bilingual hotline at 877-EL-CENSO.

Sincerely,  
(School Administrator Name / Signature)

## SPANISH

### Estimado (s) padre (s) / familia (s):

Este año tenemos una oportunidad muy única, la cual se da una vez cada década y toma menos de diez minutos: ¡completar el Censo del 2020! Cuando participamos, estamos asegurando que seremos vistos, escuchados y contados. De ese modo podemos contribuir al éxito de nuestros hijos, sus escuelas y nuestras comunidades. Los datos recopilados del censo guiarán la asignación de más de \$ 1.5 trillones de dólares de fondos federales para los próximos 10 años. Ese dinero se distribuirá a nuestras comunidades incluyendo a las escuelas de nuestros niños y a programas comunitarios de suma importancia que ayudan a que nuestras familias estén saludables.

¿Sabía que muchos adultos constantemente no cuentan a los niños de edades 0-5 años en el censo comparado a otras edades? Mientras que los niños de 0-5 años de edad son beneficiados por programas importantes de asistencia federal incluyendo: Head Start, WIC, programas para la educación “especial”, almuerzos escolares gratis; entre otros; en el 2010 más de un millón de niños menores de 5 años no fueron contados en el censo. Esto significa que todos esos niños perdieron recursos que les correspondían, los cuales son esenciales para prosperar. Si no contamos a nuestros hijos, les estamos negando la oportunidad de prosperar sin estos beneficios.

A pesar de estas consternaciones, hay buenas noticias. ¡Aún puede participar! La Oficina del Censo ha decidido extender el plazo para responder al censo hasta el 30 de septiembre. Además de completar su censo, también es importante que aprovechemos esta oportunidad para motivar a nuestros familiares y amistades a completar el censo.

El Censo 2020 se puede completar de tres maneras diferentes:

1. Por internet en: **my2020census.gov**
1. Por teléfono, llamando al: **844-330-2020 para inglés** o al: **844-468-2020 para español**.
2. Por correo (debió haber recibido un formulario del censo en papel, por correo) completando ese formulario y reenviándolo (un formulario nuevo se enviará por correo a hogares que aún no hayan respondido).

Recuerde que si lo completa en cuanto antes, es menos probable que un enumerador del censo visite su hogar en agosto y/o en septiembre.

Nuestros niños y escuelas merecen oportunidades que les permitan tener un mejor futuro. Juntos podemos crear un impacto significativo en nuestras comunidades al participar en El Censo del 2020 y al contar a todos los niños que viven en nuestros hogares, sean o no de nuestra familia, e independientemente de su estado migratorio.

¿Aún tiene preguntas? El Fondo Educativo NALEO se complace en ayudarle. Llame a la línea nacional bilingüe al: 877-EL-CENSO.

**Sinceramente,**  
**(Nombre del administrador escolar / Firma)**

## IV. SAMPLE MESSAGES AND TALKING POINTS

### PHONE SCRIPTS

#### ENGLISH

Good evening, parents / guardians of \_\_\_\_\_ School.

This is \_\_\_\_\_ with an important message about the 2020 Census.

Did you know that getting counted in the 2020 Census means more funding for schools, child care centers, hospitals, and other programs that strengthen families?

The census only happens every 10 years, so now is our opportunity to make sure we are all seen, heard, and counted! Your household has until September 30, 2020, to complete the census. Under the law, census data can only be used for statistical purposes. Your answers are confidential and cannot be shared with any local or federal government agency.

You can respond to the 2020 Census online at [my2020census.gov](https://my2020census.gov), by phone, or by mail. Be sure to count everyone in your household: adult or child, related or non-related, citizen or non-citizen. EVERYONE COUNTS!

#### SPANISH

Buenas noches, padres / familias de \_\_\_\_\_ escuela.

Le llama \_\_\_\_\_ con un mensaje muy importante sobre el censo 2020.

¿Sabía que hacerse contar en el censo 2020 ayuda a obtener más fondos para escuelas, guarderías, hospitales, y muchos otros programas que ayudan a familias?

¡El censo se lleva acabo cada 10 años, y esta es nuestra oportunidad para asegurarnos que somos vistos, escuchados, y contados! Tiene hasta el 30 de septiembre de 2020 para llenar la forma del censo. Bajo la ley, los datos del censo se utilizan solo para efectos estadísticos, sus respuestas son confidenciales y no se comparten con ninguna agencia local o del gobierno.

Puede completar el censo por medio del internet en [my2020census.gov](https://my2020census.gov), por teléfono, o por correo. Asegúrese de contar a todas las personas que viven en su hogar: adultos, niños, familiares y personas no relacionados, ciudadanos y los que no son ciudadanos también. ¡TODOS CUENTAN!

## SAMPLES MESSAGES FOR PARENTS AND FAMILIES ON SCHOOL COMMUNICATIONS PLATFORMS

### ENGLISH

**Message 1:** Do you know what the census is? The census is a self-portrait of the nation. The U.S. Constitution requires that everyone living in the country be counted every 10 years. The count includes people of all races and ethnic groups, citizens and non-citizens, and all adults and all children.

**Message 2:** Did you know the census is here? Every household has until September 30, 2020, to self-respond online, by phone, or by mail.

**Message 3:** Do you know how to participate in Census 2020? Most households should have received a 2020 Census invitation in the mail that gives you the option to complete the census form online, by phone, or by mail. Households that do not respond will be visited at home by a Census Enumerator starting mid-August.

**Message 4:** Households can respond to the 2020 Census online at [my2020census.gov](https://my2020census.gov), by phone at 844-330-2020 in English or Spanish at 844-468-2020, or by mail. Census takers, also known as enumerators, will start visiting households for in-person interviews beginning mid-August.

**Message 5:** Do you know why the census is important? Census data shape the future of our community for the next 10 years.

**Message 6:** Do you know why the census matters? Census data determine our political representation in Congress as well as funding for education, transportation, healthcare, and much more.

**Message 7:** Did You Know? Census data are used to determine the distribution of over \$1.5 trillion in federal funding for programs like Medicaid, Children's Health Insurance Program, Title I Funding for schools in low-income communities, and funding for special education programs for children with disabilities.

**Message 8:** Did You Know? Over a million young children were not counted in the 2010 Census. An undercount of children leads to us missing out on critical resources that strengthen families.

**Message 9:** Did You Know? Under the law, census data can only be used for statistical purposes. Title 13 of the U.S. Code requires respondents' information to be kept confidential and guarantees personal information will not be shared with any government agency.



## SAMPLES MESSAGES FOR PARENTS AND FAMILIES ON SCHOOL COMMUNICATIONS PLATFORMS (CONTINUED)

### SPANISH

**Mensaje 1:** ¿Sabe lo que es el censo? El censo es un autorretrato de todos los habitantes del país. La Constitución de los EEUU requiere que todas las personas que vivan en el país sean contados cada 10 años. El conteo incluye a personas de cualquier raza y origen étnico, ciudadanos o no ciudadanos, adultos y niños.

**Mensaje 2:** ¿Sabía usted que ya llegó el censo? Cada hogar tiene hasta el 30 de septiembre del 2020 para responder por internet, por teléfono o por correo.

**Mensaje 3:** ¿Sabe cómo participar en el Censo del 2020? La mayoría de los hogares ya recibieron una invitación en el correo con opciones de completarlo por internet, por teléfono o por correo. Los hogares que no respondan por sí mismos serán visitados por un enumerador del censo empezando en mediados de agosto.

**Mensaje 4:** Los hogares pueden participar en el Censo 2020 por internet al [my2020census.gov](http://my2020census.gov), por teléfono al 844-330-2020 para inglés o al 844-468-2020 para español o por correo. Los trabajadores del censo, también conocidos como enumeradores, empezarán a visitar hogares a mediados de agosto para entrevistar a los hogares.

**Mensaje 5:** ¿Sabe por qué el censo es tan importante? La información del censo moldea el futuro de nuestras comunidades por los siguientes 10 años.

**Mensaje 6:** ¿Sabe por qué el censo importa tanto? La información del censo determina nuestra representación política al igual que fondos para la educación, transporte, cuidado de salud y mucho más.

**Mensaje 7:** ¿Ya se enteró? La información del censo determina la distribución de más de \$1.5 trillones en fondos federales para programas como Medicaid, CHIP, fondos del Título I para escuelas con niños de bajos recursos, y fondos para programas de educación especial para niños con discapacidades.

**Mensaje 8:** ¿Ya se enteró? Más de un millón de niños pequeños no fueron contados en el Censo del 2010. Un conteo incompleto de los niños nos lleva a perder recursos económicos vitales que son de suma importancia para nuestras familias.

**Mensaje 9:** ¿Ya se enteró? Bajo la ley, la información del censo solo puede ser usada para efectos estadísticos. El título 13 de la Constitución de los Estados Unidos requiere que la información de los participantes sea confidencial y nos garantiza que nuestra información personal no sea compartida con ninguna otra agencia gubernamental.

## V. SOCIAL MEDIA

A great way to reach your school community about the importance of the 2020 Census is through social media. We have included sample graphics and language that you can adapt for your social media outreach efforts.

In addition to posting regularly, we recommend placing the link to the [my2020census.gov](https://my2020census.gov) website across your school district or school's social media platforms to make it easier for your community to respond to the census. Use the hashtags #HagaseContar and #HazmeContar.

### Follow NALEO Educational Fund for more 2020 Census content!



@NALEO



[www.facebook.com/naleo.org](https://www.facebook.com/naleo.org)



@naleoedfund



HASHTAGS: #HagaseContar #HazmeContar



“CENSUS” or “CENSO” to 97779 to receive more up-to-date information about the census

## SOCIAL MEDIA (CONTINUED)



Help your kids get ready for #backtoschool 📖 by completing the 2020 Census!

Respond to the census online at <https://my2020census.gov/> or over the phone by calling 844-330-2020.

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)



Show your love for the children in your life by ensuring all kids in your household are counted in #Census2020!

 <https://my2020census.gov/>  
 1-844-330-2020

#HazmeContar

 [DOWNLOAD IMAGE](#)



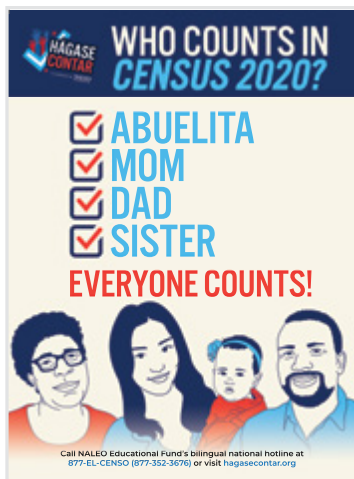
Muestre su amor por los niños en su vida asegurándose de que todos los niños en su hogar sean contados en el #Censo2020!

 <https://my2020census.gov/>  
 1-844-468-2020

#HazmeContar

 [DOWNLOAD IMAGE](#)

## SOCIAL MEDIA (CONTINUED)



The 2020 Census is an opportunity to capture a full portrait of the Latino community and nation. Do YOUR part to get counted. It is quick, easy, and can be done online ■

<https://my2020census.gov/>, by phone 📞 1-844-330-2020, or by mail.

#HagaseContar

↓ [DOWNLOAD IMAGE](#)



El Censo 2020 es una oportunidad para capturar un retrato completo de la comunidad Latina y la nación. Haz TU parte para ser contado. Es rápido, fácil y se puede hacer en línea ■

<https://my2020census.gov/>, por teléfono 📞 1-844-468-2020, o por correo.

#HagaseContar

↓ [DOWNLOAD IMAGE](#)



It's back to school season! And the #2020Census is here!

Every 10 years, all people in the U.S. must be counted. Filling out the census from home is easy!

Do it online ■ at <https://my2020census.gov/>, by phone 📞 at 1-844-330-2020, or by mail. #HagaseContar

↓ [DOWNLOAD IMAGE](#)

## SOCIAL MEDIA (CONTINUED)



You can complete the #2020Census in 13 different languages.

Visit [my2020census.gov](https://my2020census.gov) to access the translated form or call one of the toll-free phone numbers to talk with a representative who speaks your language.

Take action today!

#HagaseContar

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#2020Census data will be used to distribute over \$1.5 trillion in federal programs annually.

Respond to the census online at <https://my2020census.gov/> or over the phone by calling 844-330-2020.

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)



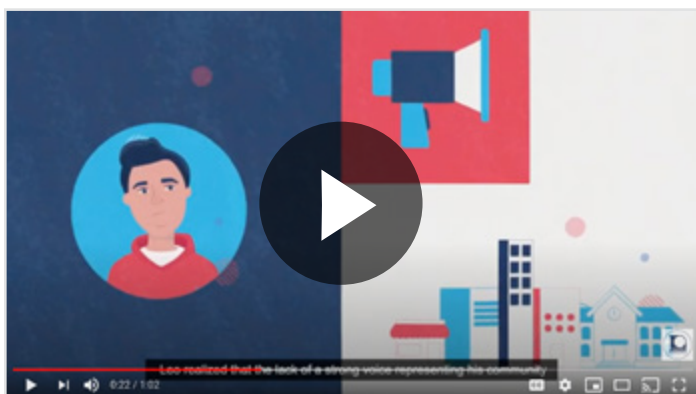
Los datos del #Censo2020 se utilizarán para distribuir más de \$1.5 trillones en programas federales anualmente.

Responda al censo en línea en <https://my2020census.gov/> o por teléfono llamando al 844-468-2020

#HagaseContar #HazmeContar

 [DOWNLOAD IMAGE](#)

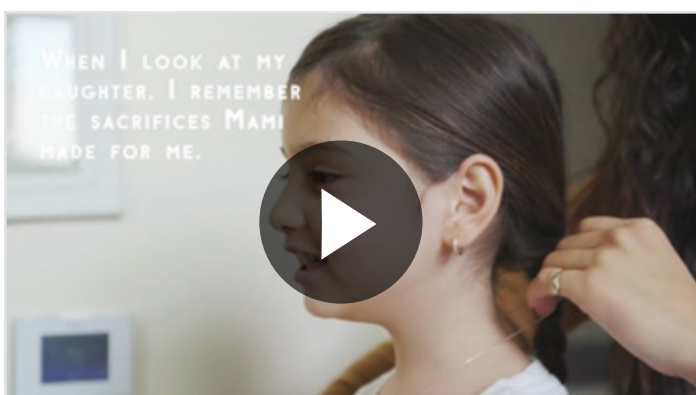
## VIDEOS



### Leo's Story

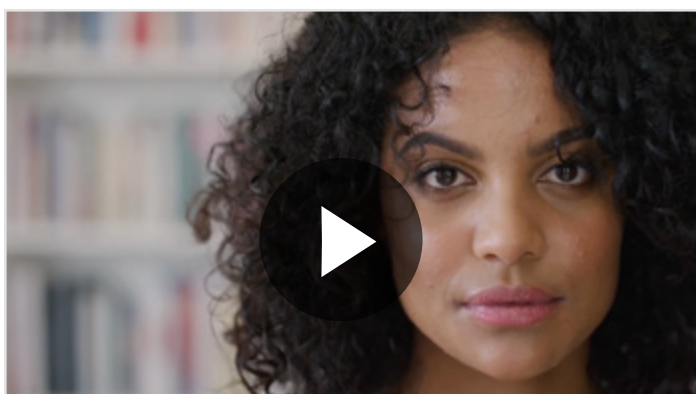
▶ ENGLISH

▶ SPANISH



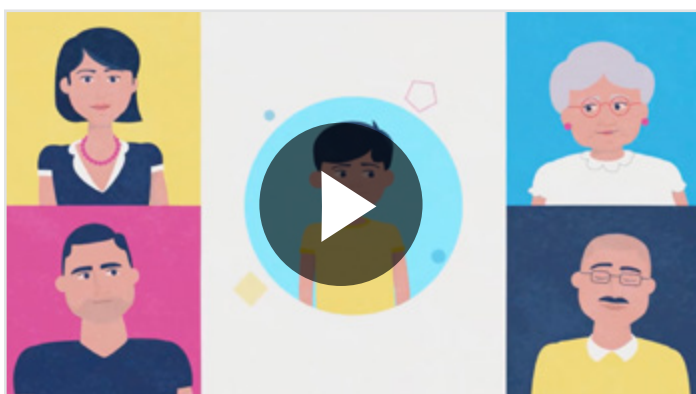
### She's Counting on You to Participate

▶ ENGLISH



### Our Presence is Power

▶ ENGLISH



### All Kids Need to be Counted

▶ ENGLISH

▶ SPANISH

## VI. SUGGESTED DATES FOR ACTIONS

### **Month of September**

National Preparedness Month and National School Success Month

### **September 13**

National Grandparents Day

### **September 15**

Start of National Hispanic Heritage Month

### **September 17**

Constitution Day and Citizenship Day

### **September 17 - September 23**

Constitution Week

## VII. ADDITIONAL RESOURCES

### NALEO Educational Fund Resources:

- ¡Hágase Contar! Census Campaign Website: [English](#) and [Spanish](#)
- Census 101 Postcard: [English and Spanish](#) (Double-Sided)
- NEF FAQs Document: [English](#) and [Spanish](#)
- NEF Census Form Instructions: [English](#) and [Spanish](#)
- National Hotlines: [English](#) and [Spanish](#)
- Undercount of Latino Children Factsheet: [English](#) and [Spanish](#)
- Co-branded KidsCount Fact Sheet with First 5 Association: [English](#) and [Spanish](#)
- Guidance on Non-Response Follow-up (NRFU): [English](#) and [Spanish](#)

### Partner Resources:

- U.S. Census Bureau: [Operational Adjustments](#)
- U.S. Census Bureau: Statistics in Schools - <https://www.census.gov/schools/>
- U.S. Census Bureau: Parent/Caregiver Toolkits:  
[Pre-K Toolkit](#)  
[Elementary School Toolkit](#)  
[Middle School Toolkit](#)  
[High School Toolkit](#)
- U.S. Census Bureau: [Language Guides](#)
- U.S. Census Bureau: Children’s “Everyone Counts” Song: [English](#) and [Spanish](#)
- U.S. Census Bureau: Everybody Counts Children’s [Storybook](#)
- U.S. Census Bureau: Video Guide for Online Responses: [English](#) and [Spanish](#)
- First 5 Association: [2020 Census Social Press Kit](#)
- Count the Nation: [Social Media Educator Toolkit](#)
- Los Angeles County Office of Education (LACOE) & Sacramento Office of Education: [Count Me In Curriculum](#)
- We Count: [Toolkit](#) and [eBook](#)
- Count All Kids: [Toolkit](#) and [Resources Page](#)
- California Primary Care Association (CPCA) COVID-19 Toolkit: [English](#) and [Spanish](#)
- Los Angeles Unified School District (LAUSD): [We Are One 2020 Census Communications Toolkit](#)
- Children Now: [Social Media Graphic Organizer Page](#)
- Child360: [Census - GOTV Postcard](#)