

Show your school spirit by making sure your families are counted!

As we face this public health crisis, participating in the U.S. Census now helps secure future funding for our communities for schools, hospitals and other education and health programs we need for strong families.

Time is running out! The new deadline is September 30!

- 🎯 Post information about the new census deadline on the homepages of the school website and virtual learning platforms.
- 🎯 Ensure family support specialists are equipped with 2020 Census explainers when they do outreach to families.
- 🎯 Encourage local non-profit organizations that work with the school district to provide materials and explainers when they communicate with families.
- 🎯 Provide stickers or fliers with instructional packets, meals and other materials the school distributes to families.
- 🎯 Share information on social media to encourage families to complete the census.
- 🎯 Send reminders to families via robo-calls or text messages.
- 🎯 Talk about the census during your school orientation and meet-the-teacher events (whether in person or online).
- 🎯 Look up the data for your service area and track response rates (<https://2020census.gov/en/response-rates.html>). Compare with others near you.
- 🎯 Ask students and families to complete an assignment together, such as watching a presentation about the census and filling it out together.
- 🎯 Offer extra credit to students who speak with their families or create materials, presentations, art, or essays about the importance of the census.
- 🎯 Organize a class phone tree for students and families to remind each other to complete the census (and to encourage continued communication throughout the school year).
- 🎯 Host a Zoom or Google Hangout to encourage families to fill out the 2020Census.
- 🎯 Organize a census caravan where residents decorate their cars with census messages and drive in procession through the community to raise awareness about the census.

See IDRA's webinar, "The Power Schools Bring to the Last Days of the 2020 Census – How Schools Can Help their Communities Get Counted," for more ideas <https://idra.news/Census>