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Philly Counts has transitioned to a virtual census outreach strategy, until further notice, in support of guidance on slowing the spread of COVID-19. We believe that keeping our communities safe is a national effort that requires all of our participation. We are grateful that you want to help, so we have put together this resource. Throughout the document, you will find the star symbol: ☆, indicating a census action item.

Our team has spent the last year building a strong network of community based organizations and Census Champions, all who are equipped to talk to their neighbors, friends, and family about the importance of the census and the impact it will have on our city for years to come. The relationships we've built with our partners remain crucial to our work in ensuring a complete and accurate 2020 Census count in Philadelphia. We need you to continue your partnership with us on this new critical response effort.

We've prepared a toolkit complete with local resources, advice from trusted sources, census games, and weekly content for you all to share on your social media pages. **Please note that this is a live document that will be updated weekly.** Feel free to reach out to us with any suggestions for the toolkit by emailing [census@phila.gov](mailto:census@phila.gov).

We encourage you to use content from our social toolkit, which includes graphics with census facts and captions to accompany them, as a way to engage your networks around the census. As you share with your networks across your social media platforms, remember to use the #PhillyCounts and #2020Census hashtags!

During these most challenging times, we are inspired by the continued support of our community. We're grateful for your resilience and commitment to our mission of getting every person in our city counted. We must continue to support and engage our most vulnerable communities through this crisis.

Take care, stay safe, and keep in touch.

In solidarity,

Your Philly Counts team

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*Sent from our living room*



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**CENSUS BUREAU OPERATIONS UPDATE:**

On April 13, the U.S. Census Bureau released a [press release](#), indicating the below changes to their operations, as well as the request for statutory relief from Congress for an 120 additional days to deliver the final apportionment counts.

- Field office operations delayed until **June 1**
- Data collection operations extended to **October 31**
- Apportionment numbers due to Administration **April 30, 2021** (\*awaiting statutory relief from Congress)
- Redistricting numbers due to state **July 31, 2021** (\*awaiting statutory relief from Congress)

**COLLEGES & UNIVERSITIES:**

**SO... I'M A COLLEGE STUDENT AND MY CAMPUS IS CLOSED DUE TO THE PANDEMIC. HOW DO I TAKE THE CENSUS???**

*Ok, you need to complete your Census for where you would have been if you hadn't had to relocate. We'll help make sure you're counted in the correct place!*

Did you live on campus or off campus?

**ON CAMPUS**

Your campus administrators will include you in their count, so you're good!

**OFF CAMPUS**

Fill out the Census using that address, not the location you relocated to. Be sure to include your roomies or housemates! You can respond online, by phone, or by mail.

Do you have your Census ID?

I don't have it! What do I do?

I've got it and I'm going to fill out the Census now!

**CONGRATULATIONS!** You've completed the Census and created a lasting, positive impact on your community!

If you don't have your Census ID, don't worry! You can complete your Census without it. Get that Census done!

**Fill out your Census at 2020census.gov!**

STUDENTS LEARN STUDENTS LIVE

**College students:** Students should still be counted where they live at school, even though they may have gone home for the remainder of the semester. This was already a focus of our training, but now that students have left campuses we need to refocus on this outreach effort. We are encouraging professors to take the first 5 minutes of their lecture to [show this slide](#) and encourage students to participate. **Colleges and Universities:** [view our higher ed toolkit here.](#)

**Group quarters:** The Census Bureau is encouraging group quarters facilities to consider eResponse to minimize in-person contact with census staff. For more information about the eResponse Method [click here.](#)



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★ Check out this video: [What College Students Need to Know to Be Counted in the Right Place](#) ★

### PHILLY COUNTS OPERATIONS UPDATE:

Based on the [most recent guidance](#) from Philadelphia’s Department of Public Health regarding COVID-19, and out of an abundance of caution for our residents, Philly Counts has decided to postpone all upcoming events, and focus on a virtual engagement strategy.

### FIGHTING MIS/DISINFORMATION BY SHARING INFORMATION:

**Misinformation:** The spread of inaccurate information without intention, but rather by error

**Disinformation:** The deliberate spread of false information with malicious intent

As trusted messengers, we have a responsibility to ensure that the information we share is relevant and fact-based. We can fight mis/disinformation by sharing accurate information! Use this toolkit to share the 2020 Census facts with your networks. [Learn more about disinformation and the census](#)

Sharing 2020 Census facts is key to ensuring your community feels empowered to participate! You can take census action simply by spreading the word.

**★ Give 5 of your friends a call and let them know about the importance of the 2020 Census and encourage them to participate! ★**

Have you heard concerns about scams, census rumors, or mis/disinformation in your community? Let us know! Email [khanya.brann@phila.gov](mailto:khanya.brann@phila.gov) to report census mis/disinformation.

### SOCIAL MEDIA TOOLKIT

[Click here](#) to access our social media toolkit. Complete with graphics and captions for your use, simply copy & paste to encourage your followers to participate in the 2020 Census!

★ Short on time? [Click here](#) and repost! ★





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## FACTSUMO | SHAREABLE DIGITAL CONTENT:



**FactSumo**  
Confidence through practice

We've teamed up with Philly-based online learning platform, **FactSumo**, to combat misinformation about the 2020 Census through education. Sharing our educational content and social media posts is a great way to get your community engaged and counted.

**Here are some links to get you started:**

**Census Champion Training:** *ready for any device*

- [Welcome to Census Champion Training | Census 101 \(with Mayor Kenney\)](#)
- [Share on social media and in your newsletters](#)
  - Embed on your website: `<iframe src="https://factsumo.com/game/5d7cf8341403cb428c58b0ff?r=95b40b" frameborder="0" width="400" height="550"></iframe>`
- [Scenario-based educational content](#)

**Social media content:**

- [Instagram Stories in English](#)
- [Instagram Stories in Spanish](#)
- [Twitter posts in English](#)

★ Share FactSumo's post on [Instagram](#) or [Twitter](#)! ★



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## CENSUS CHAMPION TRAINING MATERIALS:

*\*We will be updating this section periodically to include new information\**

A Census Champion is a trusted messenger, equipped with the census tools and knowledge to answer questions and communicate about the 2020 Census in their communities. Learn more about [Census Champion Training](#).



### **Materials:**

- [Census Champion Training Slides - English](#)
- [Census Champion Training Slides - Spanish](#)
- [Census Champion Training Slides - Chinese](#)
- [Census Champion Training Slides - Arabic](#)
- [Census Champion Training Slides – Korean](#)
- [Census Champion Training Slides – Vietnamese](#)
- [Census Champion Training Slides – Russian](#)
- [Census Champion Training Slides – Indonesian](#)
- [Census Champion Training Video - English](#)
- [Census Champion Training Video - Spanish](#)

★ **Become a Census Champion! [Complete the FactSumo Training](#)** ★

## PHONE BANKING TOOLKIT:

You can help ensure a complete and accurate 2020 Census count by phone banking with us. Training and a script will be provided to all volunteers. We will be encouraging households in census tracts with the lowest participation rates to complete the census! OR We will be calling people in census tracts with low response rates and provide information on why and how they can participate in the census!

★ **Let us know if you're interested in phone banking by signing up [here](#), and we will follow up.** ★

## GET OUT THE COUNT VIDEO CHALLENGE:

Explain why the census matters in a short (30 seconds to 3 minutes) video, designed for platforms such as YouTube, that uses entertainment, emotion, creativity, and/or humor to motivate people to respond to the



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2020 Census. Prizes include: **\$30,000** for grand prize winner, **\$10,000** for runner up winner, **\$10,000** for student winner. **Deadline is May 7, 2020.**

★ To learn more and to make a submission, click [here](#) ★

### **VIRTUAL EVENTS CALENDAR:**

#### ***EVERY MONDAY: Philly Counts Partner Update Call***

In this weekly call, we will share updates about Philly Counts operations and planning, 2020 Census operations and self-response rate changes, as well as share ways you can get involved with Philly Counts. This registration will automatically register you for our Weekly Census Update calls moving forward. In the future, you will still receive email reminders about the calls and your dial-in phone and PIN numbers. [Register here!](#)

#### ***EVERY THURSDAY: Become a COVID-19 Community Response Captain!***

The COVID-19 Community Response Captain Program is based on the principle of everyday people helping one another. Every Thursday, you can join a 60-minute training to become a Community Response Captain. Trainings include COVID-19 information, a comprehensive resource guide, and steps for community action in English, Spanish, French and Chinese. Upon completing the training, COVID-19 Community Response Captains will be able to relay the most accurate and updated information to their peers, and provide support when needed.

For [more information](#), or to register for a training, visit [bit.ly/COVIDTrainings](https://bit.ly/COVIDTrainings) and scroll to the bottom for Events.

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***Interested in hosting, supporting, or posting a virtual census event? Email us at [census@phila.gov](mailto:census@phila.gov).***



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## RESOURCE LIBRARY

- [Philly Counts 2020 Census One-Pager](#)
  - [Spanish](#)
  - [Chinese](#)
  - [Vietnamese](#)
  - [Khmer](#)
- [Philly Counts 2020 | You live here, you count here Poster \(English\)](#)
  - [Spanish](#)
  - [Chinese](#)
- [Philly Counts 2020 | Q&A Poster \(English\)](#)
  - [Spanish](#)
  - [Chinese](#)
  - [Khmer](#)
- [Philly Counts 2020 | LGBTQ+ Toolkit](#)
- [Philly Counts 2020 | Higher Ed Toolkit](#)
- [Philly Counts Education & The Census](#)
- [Philly Counts Kids & The Census One-Pager](#)
- [Philly Counts 2020 Census & Your Health One-Pager](#)
- [Census Bureau Outreach Materials](#)
- [Keystone Counts Census PSA \(7 languages\)](#)
- [PhillyCAM Census Youtube Channel](#)
- [African and Carribean Subcommittee Census PSA Videos:](#)
  - [Mandinka](#)
  - [Soninke](#)
  - [Haitain](#)
  - [Yoruba](#)
  - [Senegal Fulani](#)
- Keystone Counts PSA: [Spanish](#)
- [Temple Basketball Census PSA](#)
- [Sesame Street 2020 Census Toolkit](#) (English / Spanish)
- [Nickelodeon 2020 Census Toolkit](#) (English / Spanish)
- [Higher Ed one-pager](#)
- [Learn how to complete the 2020 Census online \(tutorial and practice\)](#)





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- [Top 5 Census Facts - Desktop Wallpaper](#)
- [2020 Census online coloring sheet](#)
- [Census Disinformation: Evaluating Threat Levels for Community Leaders](#)
  - To report Census disinformation: contact [khanya.brann@phila.gov](mailto:khanya.brann@phila.gov)
- [Tom Wolf | Census 2020 PSA](#)
- [2020 Census Faith Toolkit](#)
- [Hágase Contar Census Toolkit](#)
- ["I Count" | Census Song by Providence Kamana](#)
- [AARP Census Video](#)
- [Accion Colombia CENSO 2020](#)
- [TechOwl Census FAQ \(English / Spanish\)](#)