

# Partnership Fact Sheet

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## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use U.S. Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and post on social media.

- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

## WHY BECOME A 2020 CENSUS PARTNER?

As a 2020 Census partner, you will:

- Become part of a powerful network of government, nonprofit, corporate, and community organizations with a diverse group of industry professionals.
- Help ensure that your community is accurately represented.
- Have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

Not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.

## INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov) to share ideas about how we can work together to ensure a complete and accurate count.

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## KEY MILESTONES

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- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](https://2020census.gov). Replying by mail or phone will also be an option.
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- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on [census.gov](https://census.gov).

# Partnership Fact Sheet: Schools

**The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.**

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your students, staff, and community members.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. Educators are counted on by your community to share important information.

As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census.

These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

## 2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to enrich your classroom and community. You will have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

## INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

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# Partnership Fact Sheet: Community Organizations

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- Inform business decisions, policy, community initiatives, and consumer advocacy.

The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Complete Count Committees that educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees, or to start one in your community, visit [census.gov/2020completecount](https://census.gov/2020completecount).

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## 2020 CENSUS PARTNER RESOURCES

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You will have access to personalized Census Bureau workshops on effective use of data, one-on-one support from our data trainers, and Census Bureau data products such as these online tools:

- **QuickFacts:** Find the most frequently requested information at the national, state, county, and city level.
- **Response Outreach Area Mapper:** Access socioeconomic and demographic profiles and learn about hard-to-count areas.
- **Census Business Builder:** Browse a variety of tools to help start or grow a business.

Visit [census.gov/data.html](https://www.census.gov/data.html) to explore more data tools and resources.

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# Partnership Fact Sheet: Businesses

The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. These data are valuable to businesses—they help inform better decision-making regarding business expansions, closures, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

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## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your customers and employees.

Census data:

- Provide the basis for distributing grants for economic development and inform business decisions, such as local business expansion.
- Create projections of growth and help you identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations.
- Determine how much funding your community receives and its representation in government.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As a trusted voice in your community, you have an important role to play in the success of the 2020 Census.

These are some of the many ways you can get involved:

- Host a workshop with your company's leaders, employees, or influential partners to discuss possible solutions to 2020 Census challenges.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to your employees and customers about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Add 2020 Census digital content to your Web site and link to [2020census.gov](https://2020census.gov).
- Encourage your customers to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

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