

Programming, Outreach, and Partnerships



LIBRARIES ARE VITAL PARTNERS in promoting a complete count in the 2020 Census. In collaboration with local leaders and civic groups, libraries can inform their communities about why participating in the 2020 Census is **easy, safe, and important**:

Easy: Households will receive 2020 Census mailings starting March 12 and can respond **online, by phone, or by mail**. Responding takes about 10 minutes.



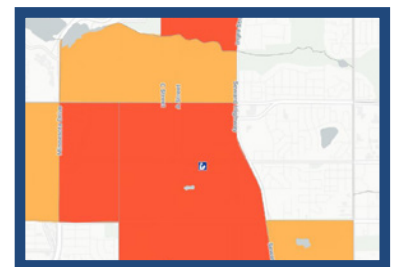
Safe: Responses to the 2020 Census are safe, secure and **protected by federal law**—answers can *only* be used to produce anonymous statistics.

Important: The once-a-decade count of every person living in the United States will decide how billions of dollars are **distributed each year** for libraries, schools, and other essential services.

However, millions of people are at risk of being missed in the 2020 Census, which would widen social inequities. Through programming, outreach, and partnerships, libraries can help achieve a fair, accurate, and inclusive count.

HOW CAN LIBRARIES GET STARTED?

Reach out to your local **Census Bureau Partnership Specialist** and **Complete Count Committee** to coordinate and find resources. Ask if they can provide the library with Census materials, such as bookmarks and posters.



The **Census 2020 Hard to Count Map** shows hard-to-count areas and public libraries.

Download outreach materials from 2020census.gov/partners.

Raise awareness on your social media, newsletter, or bulletin board using the Census Bureau's downloadable **outreach materials**.

Identify the local areas that are at greatest risk of being undercounted using the **Census 2020 Hard to Count Map**. Toggle Map Overlays to view public library locations.

Collaborate with other partners in your state. Check with your **state library agency** and **state library association** for local resources. Find other state partners through **Census Counts**.

CONTINUED →



FOR ADDITIONAL RESOURCES ABOUT LIBRARIES AND THE 2020 CENSUS, VISIT ala.org/census

Share your library's Census story with the hashtag **#CountOnLibraries**

HOW CAN LIBRARIES REACH OUT TO COMMUNITIES AT RISK OF BEING UNDERCOUNTED?

Immigrants and New Americans: Share information about the Census at the library's programs for immigrants and refugees. Reach out to local organizations serving these populations about opportunities to collaborate.



The Phoenix Public Library hosted a bilingual event for families with young children.

Young Children: Inform parents and guardians of young children at storytime programs and parent group meetings. See ALA's tip sheet, "[How Can Libraries Help Count All Kids in the 2020 Census?](#)"

College Students: Educate college students about the Census through exhibits and informational events. See ALA's tip sheet, "[Academic Libraries and the 2020 Census: Reaching College Students.](#)"

Outreach Services: Bring computers and hotspots to provide access to the online response option at the library's outreach activities, such as bookmobiles.

Find more ideas in the [Census & Sensibility](#) and [Counted In](#) library toolkits.

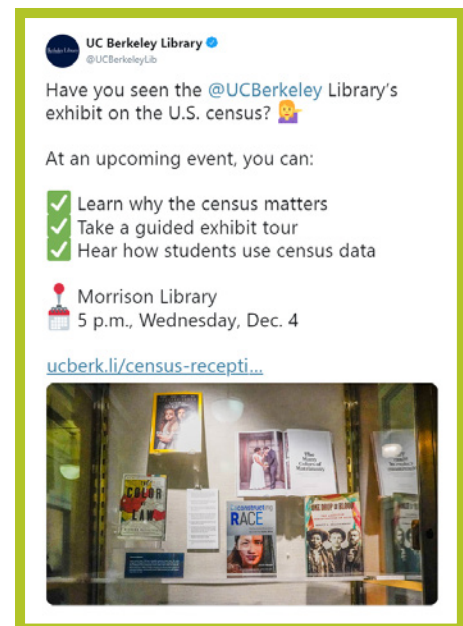
Visit [Census Counts](#) for additional resources.

HOW CAN LIBRARIES BUILD COMMUNITY PARTNERSHIPS?

Collaborate with community organizations, such as civil rights organizations and the League of Women Voters, to organize events where residents can learn about the Census and complete their questionnaire online.

Invite elected officials to visit and publicize the library's Census activities. See ALA's tip sheet, "[Arrange a Congressional Visit of Your Library.](#)"

Share information about the library's Census activities with local media outlets. See ALA's resources for [outreach to local media.](#)



The University of California, Berkeley library created an educational exhibit about the Census.



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