



N.J. Census 2020 – Census Push Week (July 27-August 2)

Talking/Posting Points for Partners

- It's **CENSUS PUSH WEEK NEW JERSEY!**
- Census Push Week is a week of **ACTION** – now is the time for all hands on deck.
- During Census PUSH Week there will be activities across the state, particularly in our hard to count areas, providing opportunities for residents to **Fill It Out Now!** So be on the lookout for those activities and take part.
- The countdown to the finish of the Census has begun and it's urgent now, more than ever, for every household in New Jersey to complete their Census.
- In early August Census takers will start to visit households that have not responded yet, to ensure everyone is counted.
- You can eliminate the need for Census takers to follow up in person by responding to the Census online or by phone TODAY.
- As part of PUSH Week the Census Bureau is conducting a **PUSH Week Challenge** to see which counties/municipalities have the highest PUSH Week self-response % increase. Friendly competition between our municipalities and counties is encouraged. You can see your town and/or county latest response rate, here: <https://2020census.gov/en/response-rates.html>
- The law says that we all need to complete the Census. But the Census Bureau is also required by law to *protect* all of your answers. Your responses are used only to produce statistics. The Census Bureau cannot disclose any personal information to any other government agency at any level. Not the police, not ICE, not anyone.
 - Census Bureau employees take a lifetime oath to keep Census data confidential.
 - The punishment is five years in jail or a fine of \$250K if they violate the oath.
- Census data helps determine where more than \$45 billion in annual federal funding goes in New Jersey, how many elected representatives we need for our population, and informs future community plans.
- Having an accurate count of our population that reflects who we are and what we need is important for our residents, businesses and nonprofit organizations – *especially* as we work together to recover from COVID-19.
- Being counted means a great deal to our state but most importantly to our communities and our families.
- We need to make sure **EVERYONE** is counted, with a special focus on those hard-to-count families, individuals and children who may have been previously missed by Census outreach.

- Let's spread the word in our communities - Everyone living in the United States has the right to be counted in the 2020 Census. Every immigrant, every child, every neighbor, every student, everyone. #FillitOutNow
- Being counted not only means a great deal to our state but and most importantly our communities and our families.
- Let's work together to make sure that everyone in our community is counted so we all get the resources we deserve.
- Do your part in helping us get an accurate count and complete the Census! #FillitOutNow
- Remember New Jersey, there's #StrengthInNumbers – Getting an accurate count of our population will ensure we get our fair share of federal funding over the next 10 years.
- Being counted not only means a great deal to our state but and most importantly our communities and our families.
- So don't wait – Fill it Out NOW at [2020CENSUS.GOV](https://2020census.gov) or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at [CENSUS.NJ.GOV](https://census.nj.gov).
- We invite you to share our posts about the Census or share your own post about why residents should complete the Census.