



COVID-19 ADDENDUM

COVID-19 has brought home the importance of filling out the 2020 Census. If everyone in New York City had filled out their 2010 Census, we would have had many more federal dollars directed to our healthcare services and hospital infrastructure. We must prepare ourselves, our families, our congregations, and our cities by making sure that every New Yorker is counted this time around. **The stakes could not be higher.**

--Julie Menin, Director of the NYC 2020 Census

Uniting Faith,
Empowering Our Future

Interfaith Census 2020 Count Coalition



INTERFAITH
CENTER OF NEW YORK



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NEW YORK



Call to Action

There were many challenges that the Interfaith Census 2020 Count Coalition anticipated last Fall as we planned for a full count in NYC—apathy, fear, language barriers, and new technology. At the time, few New Yorkers could have imagined that we would need to add a global pandemic to the list of things that could inhibit a full count of our people.

While few of us could have envisioned the devastating impact of COVID-19 on our city, our faith communities, and our country in preparing for the 2020 Census, we realize now that coronavirus does not reduce the importance of getting a full count in New York City. On the contrary, as Director of the NYC 2020 Census Julie Menin's statement shows, if anything, COVID-19 and NYC's overwhelmed hospitals and health care system further underscore the vital importance of being counted.

There is so much that we still can do.

The purpose of this COVID-19 addendum to the Faith-Leaders Toolkit is to share the extraordinary work that diverse faith leaders and their communities around NYC are doing to increase the count—not just despite the virus, but because of it.

This guide will help show you and your faith community just how much you can do to get a complete count by adjusting your approach and adopting new technology in light of social distancing requirements.

Time is on our side.

The 2020 Census deadline has been extended until October. As we begin to rebuild and heal our communities this summer, filling out the 2020 Census will be a critical step in undoing the structural injustice that the pandemic revealed.

Please join us. We need you. We need all New Yorkers to count.

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How To: No Contact Organizing

Direct, though socially distant, outreach from trusted community institutions, like your house of worship, along with local volunteers and congregation members is an important way to reach members of our community! These strategies can be done from home using a computer, tablet, smartphone, or even a landline. In this time of crisis, we must reach out to our seniors, families, and community members to make sure they are staying safe and understand why their census response is critical for the future of our community!

Remote Events

This section will help you use the different online platforms needed to broadcast your efforts in raising census participation awareness. The requirements for this are basic, you can use your laptop/PC, smartphone or tablet and will need internet services. Broadcasting your census events online can simply be done via the platforms listed below and by following these pointers. Each of these platforms can be used in a way to specifically reach your target congregations and communities.

Social Media

Facebook Live offers two options for broadcasting your events: instantly or scheduled. The first option allows you speak directly and instantly to your Facebook friends and subscribers. The second option allows you to schedule a Facebook Live event ahead of time, which allows you the opportunity to promote it in advance. [Click here](#) for more information on how to go live on Facebook.

Instagram Live has seen increasing popularity recently. It is an alternate online platform that allows you to reach more people and appeal to those of a specific age demographic that may not be on Facebook. Similar to Facebook, you can broadcast live to your followers on Instagram. You can learn more about how to go live on Instagram [here](#).

YouTube is a popular service used to broadcast events live online, but the requirements for live differ from the other platforms. You can learn more about them [here](#) and [here](#). There is also an option for posting pre-recorded videos on your YouTube channel so you can reference them in the future. Like Facebook and Instagram, you should encourage your congregations to subscribe to your YouTube channel so they can have access to all of your pre-recorded videos.



Virtual Meetings

Zoom is a video conference and webinar platform. With the free version, you are allowed up to 100 participants with a 40-minute time limit. As the host, during the time of your conference, you will be able to manage your participants. This option allows you to mute all participants to ensure that background noise does not interrupt your event. Learn more [here](#) about setting up a Zoom video conference.

Google Hangouts allows participants to join the a virtual meeting with video. The free version of Google Hangouts should be considered for small group discussions and events on the census. This version only allows for up to 10 people at a time. The paid version of Google Hangouts allows for up to 250 people to join a single event. To learn more about using Google Hangouts, [click here](#).

FreeConferenceCall.com allows for free telephone conferences with up to 1,000 participants. This platform is useful for congregations and people who do not have access to computers or the internet and are more likely to use their phone for communication. It allows you to set up a free account using your email address. As the host, you will receive a unique conference call number and access code that can be shared with your participants. Your congregants/participants do not need a special application downloaded on their phones. They can call in using a touch tone phone. To learn more about FreeConferenceCall.com, [click here](#).

Virtual Outreach

Virtual Phonebank

Phonebanking is a great way to have one-on-one conversations with people in your community or on your contact lists and one of the most powerful ways to ensure people know why the census is so important. One-on-one wellness checks with congregants and community members allow you to alleviate concerns, answer questions, and remind people to fill out the census right away!

Phonebanks offer an organized way to reach thousands of households in your neighborhood quickly and efficiently. You can join a weekly neighborhood or city-wide phonebank, or just call your friends, neighbors, or congregation members. Recruit vounteers from your You are able to tailor your outreach list to target household language needs. Volunteers then use the lists of targeted phone numbers to make the calls. Phonebanks can be done through emailed or paper lists, and calls can be made one by one or via online platforms.

Sign up for a City or Neighborhood Phonebank [here](#).



Virtual Text Bank

A text bank is an event where a group of volunteers work virtually at the same time to send pre-populated text messages to a pre-generated list of recipients. Similar to phone banking, text banking is a quick, easy and effective option for reaching out to members of your congregation - you just need to upload your house of worship contact list to get started. Unlike phone banking, text banking through platforms like HUSTLE give you the ability to text up to 1000 individuals at a time.

Outreach to Friends and Family

During this time, many of us are checking in with friends and family more frequently. As we make sure our friends and family members are safe and healthy, we can help secure the health of New York City by reminding them to fill out the 2020 Census to help ensure our city's recovery from this crisis. Make a list of your friends and family members who live in New York City and use the resources below to call and text them. There are also resources for making sure others in your building are counted.

Sign-up to do friends and family outreach [here](#).

Friends and Family Outreach tools can be found [here](#).

Visibility

Food Pantries

Food distribution sites can be effective places to encourage census participation. Grocery stores, Meals on Wheels, soup kitchens, and food pantries are all opportunities to spread the word. You can canvas the lines at a safe distance to make personal connections. You can hang posters and insert flyers or other branded materials with to go bags. Given the frequency of potential interactions, you should keep materials fresh by occasionally exchanging flyers. See the section on Additional Information for links to available print materials.

Social Services

A cornerstone of every congregation is dedication to the care of well being of its members. One way we demonstrate this care is through wellness checks. They are critical for everyone. Current restrictions limit our ability to visit in person, so quick phone calls can be utilized to ensure health and safety. After you confirm their general well being, you can use the opportunity to remind them about the importance of census participation. Make a commitment to hold wellness checks with your congregations: 10 calls in 10 days for 10 minutes.



NYC Census Materials

NYC Census has ordered Census posters in a variety of languages that can be placed in storefronts, bodegas, etc. To help get these posters up in high priority neighborhoods, the city is organizing poster distribution events during which volunteers will be asked to come to a specific location to pick up 10-15 posters that they can ask local business owners to post.

Help our city identify potential distribution “hubs” to which Census posters can be delivered and where volunteers can pick-up posters on a designated day. NYC Census staff will coordinate details of shipment and organizing volunteers to pick-up and distribute posters. Please help fill in [this sheet](#) if you can identify people or organizations who may be willing to meet this need. Consider making your house of worship a poster pick-up site for volunteers. We anticipate 10-12 volunteers would come to assist in poster distribution over the course of the day so you do not need to be a large venue. Also, help our city by identifying key establishments in your neighborhood that can display census materials.

If you haven’t already, we also encourage you to sign up for NYC Census volunteer opportunities, including [phonebanking](#), [“friends and family outreach”](#), [poster distribution](#), and [census intake assistance at food distribution sites](#). For information on NYC Census organizing please contact Kathleen Daniel, NYC Census Field Director at kadaniel@census.nyc.gov

Additional Information

Click the links below to get additional information on no contact organizing.

Documents and Guides

- [Planning your Outreach Efforts](#)
- [Additional Facts on the Importance of Counting Seniors and Young Children](#)
- [Updated Census Outreach and Faith Holiday Calendar](#)
- [Flyers and Other Print Materials](#)
- [How to do Digital Outreach Census](#)
- [How to Phonebank Your Community](#)

Organizing Tools

- [Hustle - Peer to Peer Text Messaging Platform](#)
- [NGP VAN / EveryAction - Phonebank and Constituency Engagement](#)
- [Hester Street Census Neighborhood Map](#)
- [US Census Bureau Hard to Count Map](#)

Government Resources

- [New York State - Census Information](#)
- [New York City - Census Information](#)
- [New York City - Volunteer to Get out the Count](#)
- [NYC Center for Faith and Community Partnerships](#)
- [New York Religious and Funeral Services Reopening Guidelines](#)
- [CDC Guidelines](#)
- [CDC Guidelines for Communities of Faith](#)

To find all of these resources on-line, visit: <https://bit.ly/2CI0GHa>



Voices of the Census



Rodney



2020 Census



Nancy Angelo



Dr. Ali



Wendy (Spanish)

Click an image to view the video. The content above can be used in a variety of ways, including email and on your social media platforms.

You can also find the videos at <https://bit.ly/2Wo7jWc>.