

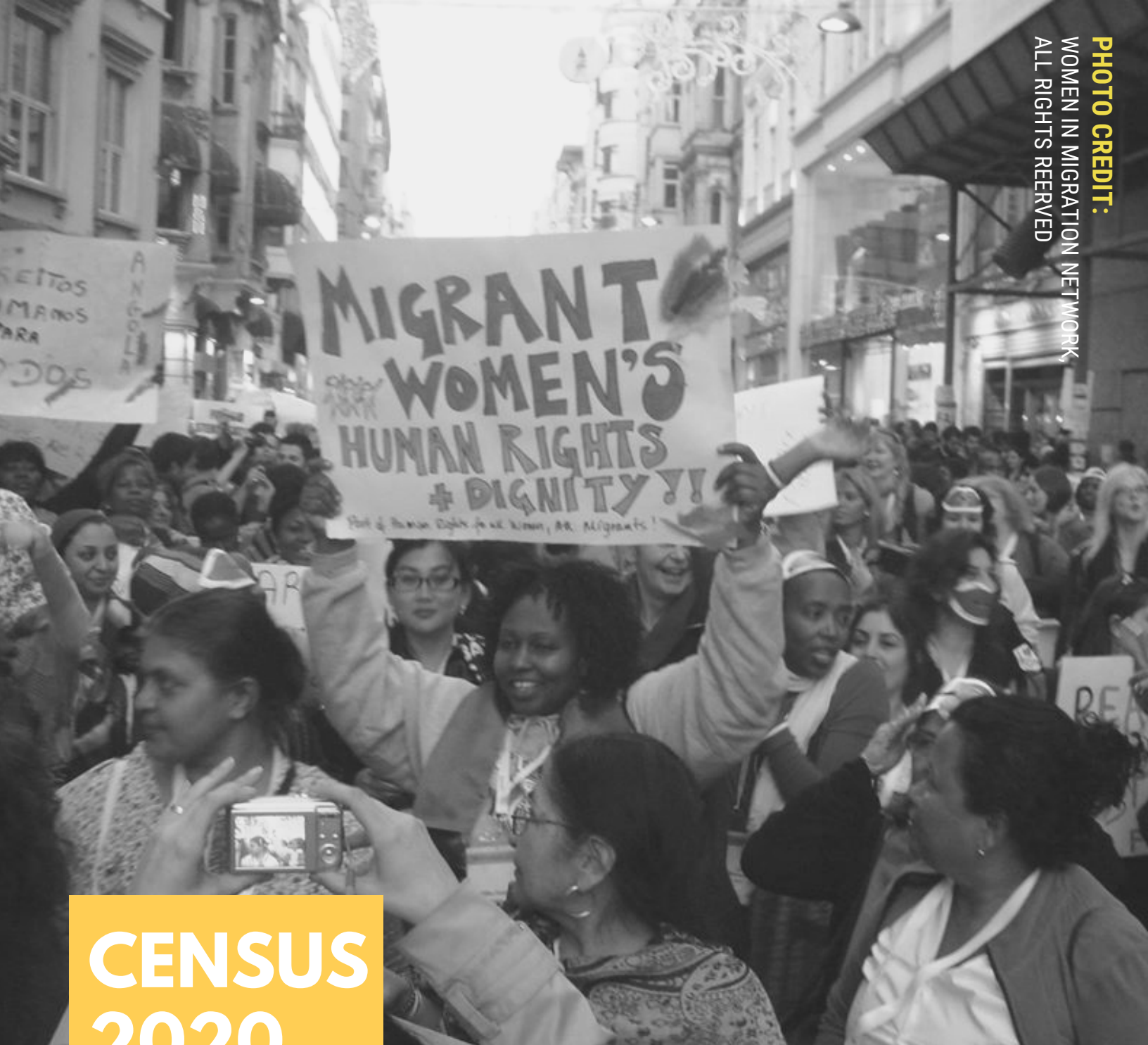
Census 2020

National Network for Immigrant and Refugee Rights



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GRASSROOTS TOOLS FOR IMMIGRANT INCLUSION IN CENSUS 2020



CENSUS 2020

Developed by:

The National Network for
Immigrant and Refugee Rights.
February, 2020

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A CALL TO ACTION!

DEMAND A SUSPENSION OF IMMIGRATION ENFORCEMENT DURING CENSUS 2020

We All Count! Take action to support a full and inclusive count!

To support an inclusive and accurate count of this country's population during Census 2020, we are calling for a suspension of immigration enforcement activities during the Census to allay fears in the immigrant community and encourage a complete count.

We are aiming to get over 200 organizations to sign the [organizational letter](#) and 1000 individuals to sign our [petition](#). Help us spread the word to get as many signers as we can! We will send both the letter and petition to Trump, Acting Secretary of DHS Chad Wolf, Commerce Secretary Wilbur Ross, US Census Bureau Director Dr. Steven Dillingham, and Members of Congress.

NNIRR will send a press statement and publicize the delivery of the letter and petition on Facebook, Twitter and Instagram. Already NNIRR has received [media coverage](#) promoting the importance of the Census and the immigrant count from our perspective. This media coverage is important to get the word out and convey key messages to our communities about the importance of immigrant participation.

We encourage you to reach out to your local media! The tips provided on pages 6 & 7 of this toolkit can help you formulate talking points that you can tailor to the needs of your community.

JOIN US in demanding an [end to enforcement](#) during Census 2020!

- If you represent an organizations sign on to our [organizational letter](#).
- If you wish to sign as an individual, sign-on to our [petition](#).

Deadline for sign-ons: **March 17**

NNIRR's Call to Action Timetable:

Last day for letter and petition sign-on: **March 17**

Send to recipients: **March 20**

NNIRR Press statement: **March 24**

Sanctuary City Resolutions ideally done by: April 1 (This Official Census Kick-Off Day)

NNIRR Press statement with Sanctuary Resolutions: **April 2**

For more information on Census 2020, go to: [NNIRR Census 2020 Resources](#)

LETTER FROM THE NETWORK

In these past weeks, we have seen an unprecedented rise in the number of restrictive policies targeting immigrant families, from quiet procedural changes severely limiting avenues for legal immigration to the expansion of travel bans and boastful budget allocations to fund Trump's border wall — all while decreasing federal programs and social safety nets for low-income families and communities. These proposals and actions are part of a set of nationalistic policies and tactics aggressively pursued and expanded by this Administration.

This toolkit is part of an effort to raise awareness and to support immigrant community organizing and resistance. Here, grassroots leaders and organizers will find a set of tools to help organize and advocate for immigrant inclusion in the Census 2020 count, both on the importance of the Census and our demand to suspend immigration enforcement activities in our communities.

An accurate Census is essential for democratic processes; Census data dictates Congressional representation and is used to allocate more than \$800 billion in federal funds each year. An undercount in the Census could severely impact government funding for education, health care, affordable housing, employment and critical infrastructure in our communities. We are deeply concerned that the recent escalation of enforcement and threats last year to include a "citizenship question" may have already exacerbated anxieties in immigrant-based communities about participation in this Census.

This toolkit provides messaging language and advocacy resources to help local communities and grassroots leaders organize for immigrant inclusion in the Census 2020. Coalition building, organizing, and local advocacy is critical to building on the ground momentum for immigrant inclusion and to garner long term support for immigrant justice.

In solidarity,
National Network for Immigrant and Refugee Rights



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GOALS OF THIS TOOLKIT:

- To support grassroots mobilization for immigrant inclusion in the Census 2020 and beyond.
- To create a community safety net that will foster immigrant participation in the Census 2020 through local organizing and coalition-building.
- To encourage cities and towns across the country to support immigrant inclusion and immigrant rights by issuing local resolutions to suspend immigration enforcement activities during the Census.
- To provide some basic organizing tools for immigrant leaders that will generate local momentum and long term support for immigrant rights.

KEY MESSAGES

USEFUL THINGS TO REMEMBER WHEN TALKING TO THE PRESS, LOCAL LEADERS, OR ELECTED OFFICIALS

- An accurate Census is essential for democratic processes and supporting communities. Census population data is used to reapportion the House of Representatives and is used to allocate more than \$800 billion in federal funds each year.
- An undercount in the Census could severely impact government funding for education, health care, affordable housing, employment and critical infrastructure in communities that are already under-resourced and marginalized.
- Several factors impact the participation of diverse immigrant communities' participation in the Census, such as language, length of residence and lack of familiarity with the Census, and mixed immigration status households.
- Aggressive immigration enforcement activities and hateful rhetoric from the Administration have accelerated a climate of fear and mistrust within immigrant communities and will deter immigrant households from returning the Census surveys and from cooperating in the upcoming Census outreach efforts.

SOCIAL MEDIA STRATEGY

CONNECT WITH US ON OUR SOCIAL MEDIA PLATFORMS: FACEBOOK, TWITTER, INSTAGRAM

HASHTAGS:

#WeAllCount

#InclusiveCensus2020

SPANISH:

#CuéntameCensus2020

#NosotrosContamos

SAMPLE TWEETS:

- I am joining @NNIRR to urge Homeland Security to stop all immigration enforcement during the #Census2020. #InclusiveCensus2020 #CuéntameCensus2020
- @NNIRR calls for a suspension of all immigration enforcement activities prior to and during the #Census2020 #CuéntameCensus2020
- We urge immediate action from the more than 200 #SanctuaryCities and states targeted for increased enforcement to join us in calling for the suspension of ICE enforcement during #Census2020 #InclusiveCensus2020 #CuéntameCensus2020Sample

FACEBOOK POSTS:

- We urge immediate action from the more than 200 #SanctuaryCities and states targeted for increased enforcement to join us in calling for the suspension of ICE enforcement during #Census2020 #InclusiveCensus2020 #CuéntameCensus2020
- HAPPENING NOW: #ImmigrantRights organizations from around the country demand an immediate halt to all DHS immigration enforcement operations during the #Census2020 and allow immigrant households to be counted #InclusiveCensus2020 #Census2020 #CuéntameCensus2020
- Aggressive immigration enforcement is creating a climate of fear and mistrust, deterring immigrant households from cooperating in the #Census2020. We demand a halt all DHS immigration enforcement operations for an #InclusiveCensus2020

LOCAL CITY/ COUNTY RESOLUTION TEMPLATE

HOW TO USE THIS RESOLUTION TOOLKIT

STEP 1: Organize a meeting with key leaders in your community. Work in coalition with key individuals and groups.

This can include faith leaders, immigrant rights organizations, immigrant friendly elected officials, professors, artists and activists who are concerned with immigrant rights.

STEP 2: Identify your friendly local official. Organize or join local efforts around the Census. Discuss the possibility of advocating for a resolution.

If this proposal gains traction, identify who is the local official who will be more supportive towards this organizing effort. Is the Mayor more likely to be receptive, or are you better off approaching a Council member/City Commissioner? Is the City or the County a more immigrant friendly body? Consider the priorities of each official, their voting records, how responsive they are to constituent requests!

STEP 3: Send an introductory email and/or letter and request a meeting.

You can use the template we provided here, but feel free to speak from the heart! You will be successful if you show your officials that YOU really care. You may also use our talking points and add other compelling information.

STEP 4: Make a Follow-up Call. Not everyone is great about reading their email, so if you don't hear back within a day, follow-up with a phone call.

See the attached talking points. Ask for a meeting with them.

STEP 5: Get on the next meeting's agenda and make a brief presentation (let us know if you need help).

Bring your coalition partners, friends, family, etc. to show that there is support for passing a resolution in your community. You can also invite your local media and have on hand brief talking points that will emphasize the message you want to convey.

STEP 6: City/County officials will vote on the resolution that day, or move against it. Be prepared for either result and don't be discouraged. You've done a great job bringing this key community issue to their attention, and you can discuss next steps with your coalition partners. Remember the most important part of this effort is to build community and create a safety net for migrant families, which you have done by working in partnership with others.

STEP 7: City Council/County officials pass the resolution CONGRATULATIONS! This is great news and don't keep it to yourself. Let us know so we can alert the media. Spread the word on Facebook and Twitter by using the hashtags provided here. Send NNIRR a copy of the resolution so we can make sure leaders from around the country know what's happening at the local level. [Fill in the information on your local resolution here!](#)

STEP 8: Celebrate! Thank you from the bottom of our hearts: the work we do would not be possible without you. Together, we can create a better world for migrants and for everyone else! We love you and your community too!

SAMPLE RESOLUTION

'WE ALL COUNT' STOP IMMIGRATION ENFORCEMENT DURING CENSUS 2020

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, Census data determines how many representatives each state has in the U.S. House of Representatives and is central data for the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS the Constitutionally mandated Census determines the distribution of federal resources that help to support education, health care, affordable housing, employment and infrastructure for all residents;

(optional) WHEREAS, [CITY] received \$[AMOUNT] in federal funding in [YEAR] based in party on census data; and

WHEREAS, the Title 13 of the U.S. Code stipulates that personal information such as names, addresses, GPS coordinates, Social Security numbers, and telephone numbers, is never published or disclosed;

WHEREAS, the decennial census is a huge undertaking that requires community trust and partnerships in order to achieve a complete and accurate of all people;

WHEREAS, during the current Administration, we have seen an unprecedented spike in anti-immigrant hate activities; numerous restrictive policies targeting non-citizens; immigration raids; arrests and detentions; separation of migrant children from their parents; unrestrained levels of deportations; the criminalization of asylum seekers; travel bans of people from non-white and Muslim-dominant countries; and the continued militarization of border communities; and

WHEREAS, this escalation now includes the deployment, from February through May -- a peak period for the Census -- elite tactical squads with enhanced "Special Forces" type training and equipment who will be sent to sanctuary cities, which have sizable immigrant populations; and

WHEREAS, these racist, anti-immigrant conditions create a fragile environment for immigrants and low-income communities of color, presenting real obstacles to a climate of human dignity, safety, and inclusion of all immigrants, including citizens and mixed immigration status households; and

WHEREAS, ICE and DHS enforcement operations continue to generate fear and distrust of government officials, discouraging immigrant and mixed immigration status households from participating in the Census; and

WHEREAS, given the immediacy of Census 2020, and the widely accepted goal to maximize participation by reaching "hard-to-count" populations,

THEREFORE BE IT RESOLVED, that the City/County of [NAME] recognizes the importance of the 2020 Census and supports inclusive participation to ensure a complete, fair, and accurate count of all U.S. residents; and,

THEREFORE, BE IT FURTHER RESOLVED, that the [NAME] urgently calls upon the Administration to immediately suspend all ICE and DHS immigration enforcement activities leading up to and during the Census 2020.

SAMPLE LETTER TO PUBLIC OFFICIALS



Dear [CITY OFFICIALS],

As members of this community, we are writing to urge you to actively support the full participation in Census 2020, of hard-to-count populations, including all immigrant households. Given the importance of Census data in allocating critical funding for services in our city, and its role in determining democratic political representation, the accuracy of the count for our entire community is paramount.

We believe that our local elected officials and leadership bodies can play a critical role in reinforcing the importance of participation in the Census, but also in addressing factors that seriously jeopardize inclusion of all residents.

Recent political threats and immigration enforcement activities have instilled fear and mistrust among immigrant constituents that may lead to a reluctance to participate in this Census. This has been exacerbated by the Trump Administration's intention to deploy Border Patrol tactical agents in Sanctuary Cities, on a timeframe that coincides precisely with the roll-out of the Census 2020. [If this city is one of those targeted, include this information] This has deepened undue anxiety and doubt and puts our city at risk.

We are asking [CITY] leaders to take a public stand and pass a resolution to urge the Department of Homeland Security to suspend immigration enforcement actions throughout the Census outreach period.

We also encourage you to join other local community leaders and make a public statement to strongly encourage all of your constituents to take part in the Census. City officials must allay fears and confusion perpetuated by these threats, and ensure that hard-to-count immigration families feel safe to participate in Census 2020.

We thank you for showing [CITY's] leadership on this issue.
Sincerely,

Address: 123 Anywhere St.,
Any City, State 12345
Phone Number: 123-456-7890
Email: hello@reallygreatgroup.org



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