Census 2020
Awareness-Building Toolkit

The Evangelical Lutheran Church in America is an official partner of the U.S. Census. For your neighbor and yourself – encourage your community to be counted!

Column and blog post to tell the story

The ELCA is an official partner of the 2020 Census as we work toward a just world where all are fed and further our commitment to greater justice in public policy and the electoral process.

1. Living Lutheran magazine – Share the “News from ELCA Advocacy” column in the January 2020 issue (page 40).
2. ELCA Advocacy blog – Share the “ELCA partners with census for neighbor and ourselves” post from https://blogs.elca.org/advocacy/ that describes the partnership.

Posters to raise awareness

Place a Census 2020 poster in your congregation’s shared space as well as visibly in key social ministry facilities to raise awareness and encourage full participation.

1. Posters are designed to be displayed in 11” x 17” but can be printed on letter or legal sized paper as appropriate.
2. Posters can be found at ELCA.org/resources/advocacy under the “Civic Engagement” tab.
3. Available posters include “Census 101,” “When we all respond” and “Touches every life.”

Use the power of your networks to spread the word and engage your congregation in encouraging Census 2020 participation!

National Census Day is April 1, 2020.
Social media

Social media posts will originate on Facebook, Twitter and Instagram from @ELCAadvocacy.

1. Please reshare in your networks.
2. Three messages will be released before National Census Day on April 1, 2020.
3. Contact washingtonoffice@ELCA.org for advance graphics.

Bulletin inserts and blurbs

1. Recognizing that congregations share information many ways, half-page bulletin inserts are available for your convenience from ELCA.org/resources/advocacy under the “Civic Engagement” tab.
2. Prefer to share a short summary?

The ELCA is an official partner of the 2020 Census as we work toward a just world where all are fed and further our commitment to greater justice in public policy and the electoral process. Did you know that more than $675 billion in federal funds, grants and support to states, counties and communities is based on census data? An accurate count taken every 10 years determines electoral maps and ensures that resources more justly go where they are needed most, including to vital programs that combat poverty and hunger and support people in need. National Census Day is April 1, 2020. For your neighbor and yourself - encourage your community to be counted!

- or -

Undercounting is a significant issue among groups which benefit most from anti-poverty programs and from greater representation in decision-making. “Hard to count” individuals in census experience include persons residing in rural areas, young children, LGBTQIA persons, people experiencing homelessness, people who do not speak English, indigenous peoples and racial and ethnic minorities. As we work toward a just world where all are fed, for your neighbor and yourself - encourage your community to be counted!

Need something else?

Extensive information and resources in multiple languages are available from https://www.census.gov/. Please contact washingtonoffice@ELCA.org for ELCA-specific information and resources.