



Take the Census Now – Last Call

One-Pager

The U.S. Census Bureau has announced **Thursday, October 15, 2020** is the last day to complete the Census.

Operations:

- Internet **self-response** will be available across the nation through **October 15, 2020 until 11:59 pm** Pacific Standard Time (PST), Visit my2020census.gov to respond today.
- **Phone response** will be available for its regularly scheduled time on **October 15, 2020**. Click [here](#) for schedule and a list of numbers.
- **Paper responses** must be postmarked by **October 15, 2020**.
- Nonresponse Follow-up **census takers** will continue resolving nonresponding addresses through the end of the day on **October 15, 2020**.

Take Action TODAY:

Complete the Census form in these easy and convenient ways:



Online at my2020census.gov



By phone at 844-330-2020



By mail

5 Things You Can Do NOW:

1. **Take the Census today!**
2. **Text your family, friends and neighbors to take the Census today!**
 - a. Don't be shy! Text your friends and help them get counted.
3. **Spread the word on your social media platforms**
 - a. One social media post can make a difference!
4. **Call your Auntie/Tia!**
 - a. Have you checked in with your Auntie or Tia ? Give her a call and tell her about the Census.



5. Email your co-workers and boss!

a. We know you're online! Email your co-worker and boss to get them counted!

Sample Script

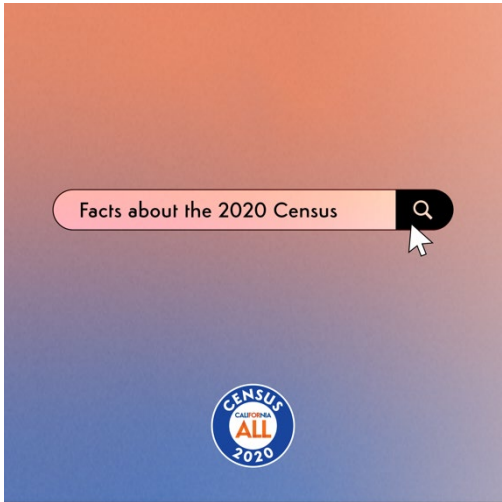
Have you taken the Census yet? Did you know the U.S. Census Bureau has announced they are ending the count on October 15th! You can take matters into your hands by:

- Taking the Census online at my2020census.gov, by phone at 844-330-2020 or by mail.
 - Note: You have until midnight Thursday, October 15th to call or go online to take the Census.
 - Paper responses must be postmarked by October 15, 2020.

Do it now – it's super easy and you can make a difference for your family and community.

Sample Social Media Posts

Use these social media posts on your platforms to encourage participation in the Census. We have until TOMORROW. One post can make all the difference.

Graphic	Copy
	<p>Important! The Census determines the amount of money your community will get for key programs for a decade. According to the U.S. Census Bureau, the deadline to complete the Census is October 15, 2020. Get it done today!</p> <p>Swipe to learn more about the Census and why it is vital for our communities.</p> <p>#Everyone Counts</p>



The Census is quick and easy to fill out.

If you haven't filled out your form, a Census worker with an ID badge will knock on your door to help you. Your information is safe and protected by law.

If you live in California, you are a Californian.

Regardless of background, fill out the Census. By law, the Census will NOT ask you about your immigration status and information cannot be used against you by any government agency.

The Census is confidential.

Your responses will not be shared with your landlord. So count roommates, children, newborns, grandparents, and anyone who lives with you.



Important:

The Census determines the amount of money your community will get for key programs for a decade.

Be Counted!



**IF YOU LIVE
IN CALIFORNIA,
YOU'RE A
CALIFORNIAN.**



BE COUNTED.

**SI VIVES EN
CALIFORNIA,
ERES UN
CALIFORNIANO.**

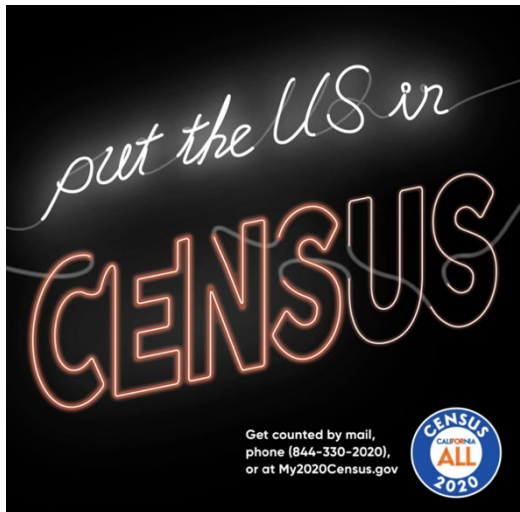


¡HAZTE CONTAR!

If you live in California, you are a Californian. The Census counts everyone regardless of background and immigration status.

Complete your Census today by visiting my2020census.gov or calling 844-330-2020. We have one day left. Do it now!

#EveryoneCounts



This post is an MP4 file and will play when posted.

Do your part and put the US in CensUS. Ensure your loved ones are counted by completing the Census today.

Visit my2020census.gov or call 844-330-2020 now and get counted.

#EveryoneCounts

Tools and Resources Available

[Take the Census Toolkit](#)

- This toolkit provides information on tips for completing the Census, resources available, and social media posts. We encourage you to use all of the information provided where you see fit to ensure all Californians are counted.
- You can also access this toolkit by visiting the [Census GOTC webpage](#)

[5 Things You Can Do NOW Social Posts](#)

- These social media posts highlight actions you can take now to ensure that everyone is counted in the Census. Have you completed yours? Great! Text your friends and help them get counted. Check out how you can get others involved today.

[October Social Media Toolkit](#)

- This toolkit provides social media posts and copy for the month of October. The content is relevant throughout the month and we hope you will post them on your platforms to get your communities counted.

[Digital Video Vignettes by Emmy Award Winning Emonee LaRussa](#)

- These digital vignettes highlight how to complete the Census, inform viewers that the Census is safe and confidential and describes the simplicity of getting counted. We encourage you to use these to inform your viewers on vital Census information.
- Access these videos by visiting the [Partner Portal](#) or [GOTC webpage](#)



[Get Out the Count Webpage](#)

- The new public page for all Census resources! Be sure to check out the page and use the content available on your social platforms and to spread the word about the Census.

There is no citizenship question on the 2020 Census form.

Complete the Census NOW!