



ALL FAITHS COUNT:

A Toolkit to Prepare
for the 2020 Census



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A Call to Action

April 1, 2020 is Census Day!

Every 10 years, the U.S. Constitution mandates that the Census Bureau counts every person living in the United States. Everyone, regardless of race, class, gender, or citizenship, must be included in this count. Although the mission is to count everyone, many groups have been disproportionately undercounted in previous census efforts. The Census Bureau classifies these groups as Hard to Count (HTC). HTC populations include racial and ethnic minorities, low income persons, those without Internet access, LGBTQ persons, those in rural areas, blended families, renters, rural residents, immigrants, and the homeless. Young children, an integral part of every congregation, are particularly vulnerable, and up to **2 million children under the age of five could be missed in the 2020 Census.**

The U.S. Census Bureau faces many challenges in the effort to ensure that all populations are counted accurately. In 2020, the census will be conducted primarily online for the first time. Federal budget cuts have led to a decrease in staff, and the current administration shuttered 39,000 Questionnaire Assistance Centers that were open in 2010, instead opting for a roving response team that many fear will be completely ineffective. Although the proposed citizenship question will not be included in the 2020 Census, it has left fear and doubt throughout many of our immigrant communities. **It is up to us, the faithful, to not only work to ease these understandable anxieties, but to ensure that the importance of this effort is recognized by every single community.**

Data from the 2010 U.S. Religion Census shows that more than 344,000 religious congregations (i.e., churches, mosques, temples, or any other meeting places) are present in the United States, representing more than 150 million adherents (i.e., attendees), with approximately 49% of the population regularly attending services. This comprehensive total represents a multitude of faiths, including but not limited to Christian, Jewish, Muslim, Buddhist, Sikh, and Hindu congregations. These statistics are presented to not only display the enormous presence of the faith community, but as a recognition of **the strength of the faithful as it relates to outreach and engagement.**

As people of faith, we are called to recognize the significance of this moment, and we must be steadfast in our efforts to educate, encourage, combat misinformation, and alleviate anxiety on behalf of our disenfranchised neighbors. We must see ourselves in them and live our faith through our actions. For many of us, a significant tenet of our faith is embedded in our outreach, so **it is imperative that we continue or expand our outreach to HTC communities through our ministries.** Counting every community is a moral obligation, one that will require work. However, many of our sacred texts have prepared us, for truly, we all know that faith without works is dead.

As a Faith Leader, your respectable standing and ability to mobilize parishioners is critical to achieving full participation in the 2020 Census. This is especially relevant for members of your congregation and community who are classified as HTC. **Faith-based organizations often lead the charge and have the ability to reach communities, through local networks, in a way that other organizations can't.**

Fair Count has designed this toolkit as a guide for understanding the 2020 Census and its importance. The toolkit will also help you set up your own Complete Count Committee to ensure that your congregation is fully counted and accurately represented. You are a vital component of the efforts to ensure that **EVERYONE is counted!**

What is the Census?

- Every 10 years, the Census Bureau counts every person living in the U.S., once and in the right place.
- It is mandated by Article I, Section 2 of the Constitution.
- The goal is to count everyone, regardless of immigration status, living situation or age.
- The data collected directs state and federal distribution of funds, resources, and political representation.
- **The 2020 Census will direct nearly \$800 billion annually to states and counties through roughly 132 federal programs.**
- For the first time, the 2020 Census will be conducted primarily online.

Is it Safe?

- Title 13 of the U.S. Code mandates that every employee of the Census Bureau take an oath to protect census data.
- The sharing of your information is a felony, with a penalty of up to 5 years in jail and/or a \$250,000 fine.
- Census data are encrypted, and access to the information is limited.
- **Census data is not shared locally or with other governmental agencies and is in fact some of the most protected information in our government.**
- **The government will not release any personal identifiable information about any person until 72 years after the information is collected.**

How Does it Work?

- The goal of the 2020 Census is to count every single person where they live. However, there are some exceptions for college students, the incarcerated, homeless, and transient communities.
- **There will be three ways to respond: online, by phone, and by mail.**
- In March of 2020, most households will receive a letter with a unique identification number, inviting them to fill out the 2020 Census online or by phone. Some households will receive the paper form.
- **One person will respond for the entire household, but everyone living in the household as of April 1, 2020 should be counted.**
- Census takers will only come to your home if you don't complete the census after several reminders.

What's the Timeline?

April 1, 2020 is Census Day! You should count everyone who is living in your home, including someone who sleeps there most of the time, someone who is “couch-surfing”, and babies born on/before April 1st who are still in the hospital. Count everyone!



Complete the census online, by phone, or by mail. You will receive up to FIVE reminders if you don't participate.

Census takers will visit homes that haven't responded to the 2020 Census to make sure everyone is counted. You can apply to be a census taker at <https://2020census.gov/en/jobs.html>

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Why is the Census Important?

- The census informs businesses and opportunities for economic development, is the basis for Voting Rights enforcement and civil rights legislation, provides population benchmarks for nearly every other government effort.
- Census data will be used to direct more than **\$800 billion annually** to states and counties through roughly 132 federal programs.
 - **Educational programs include:** Federal Pell Grants, national school lunch programs, Title 1 grants to schools, Special education grants, Head Start programs, teacher improvement grants, ESL grants, and rural education funding.
 - **Healthcare programs include:** Medicaid/Medicare, WIC, SNAP, CHIP, HIV emergency relief grants, community mental health services, disability assistance, and domestic violence and child abuse prevention and services.
 - **Other funded programs include:** Highway planning & construction, Section 8 housing programs, TANF, foster care funding, environmental protection, disaster recovery, wildlife restoration, home investment programs, and public housing programs
- Census data are also used to draw lines for congressional, state, and local districts. Lines for school districts also depend on census data and inaccurate counts can lead to overcrowding in schools.

What are the Challenges in 2020?

- Although no longer a barrier, the citizenship question debate added fear and could limit participation in the 2020 Census.
- For the first time ever, the census will be conducted primarily online. **Unfortunately, at least 24 million households across the nation don't have access to high-speed Internet**, and these homes are primarily in rural areas.
- The budget for Census Bureau staff has been reduced.
- The administration has red-lined 39,000 Questionnaire Assistance Centers that were available in 2010 in favor of a roving-response team, which may not be effective in rural areas.
- Prison gerrymandering occurs when incarcerated persons are counted where they are imprisoned, instead of at their pre-incarceration residences, effectively shifting resources away from their communities.
- **The faith community plays a significant role in minimizing these challenges. Ensuring that your congregation has a plan to be fully counted is the first step!**

Who is Hard to Count (HTC)?

- Some groups are hard to locate, contact, interview, or persuade, and the Census Bureau classifies them as **Hard to Count (HTC)**. The Urban Institute estimates that **more than 4 million people** are at risk of being undercounted in 2020.
- HTC groups include:
 - Racial and ethnic minorities
 - Children (particularly children of color)
 - Religious and cultural minorities
 - Immigrant and/or undocumented communities
 - Transient and homeless communities
 - Renters
 - Young adults
 - Low income people
 - LGBTQ communities
 - People with mental and physical disabilities
 - Populations living in isolated or rural areas
 - People with limited internet access
 - Communities displaced after disasters
- HTC communities are often missed or undercounted in the census. As a faith leader, it is important to educate your hard-to-count members on the importance of the census and why they must be counted!



What Happens if People are Missed?

- The Urban Institute estimates that over **4.3 million minorities nationwide could be missed in the 2020 Census.**
 - An estimated 2.2 million Hispanic/Latinx people could be missed, leading to a loss of **\$4.1 billion** in federal funding annually for the next decade.
 - Up to 1.7 million Black people could be missed, leading to a loss of **\$3.3 billion** in federal funding annually for the next decade.
 - Approximately 305,000 Asian/Native Hawaiian/Pacific Islander people could be missed, leading to a loss of **\$590 million** in federal funding annually for the next decade.
 - Roughly 103,000 Alaskan Indian/Native American people could be missed, leading to a loss of **\$200 million** in federal funding annually for the next decade.
- Visit www.faircount.org/state-undercounts to see how much your state could lose if there's an undercount in the 2020 Census.





Counting Our Children

- Children are our future, therefore, ensuring that they have everything that they need for success should be a priority. However, **approximately 5.3 million children and youth were missed in the 2010 Census.**
- Young children who are at the highest risk of an undercount include Latinx and other racial minorities, those who are adopted or non-biological, babies born around census time, children living between two homes, and those living with another relative or grandparent.
- An undercount of children in 2020 could potentially lead to insufficient funding for programs such as the Head Start Program, Children’s Health Insurance Program (CHIP), Supplemental Nutrition Assistance Program (SNAP), Temporary Needy Families Program (TANF), and National School Lunch Programs.
- Furthermore, census data are used to draw the lines for school districts, and an inaccurate count could lead to overcrowding in schools.
- When speaking with your congregations about 2020 Census participation, don’t forget that **children count too.**

Why Are Faith Leaders Vital to Census Participation?

- Based on data from the 2010 Religion Census there are more than 344,000 religious congregations, representing more than 150 million adherents in the United States.
- With more than 49% of the population attending services, there is no doubt that **Faith Leaders are key to increasing census participation rates.**
- Faith Leaders are trusted community members with respectable standing.
- Faith Leaders in all communities worship with, reach out to, and mobilize HTC communities on a daily basis, so your voice and continued encouragement can help increase participation in your community.
- By engaging your congregants, you have the opportunity to encourage them to reach out to their family, friends, neighbors, and coworkers!
- Each month and week leading up to the 2020 Census, you have the opportunity and the platform to educate your congregation about the importance of the census.



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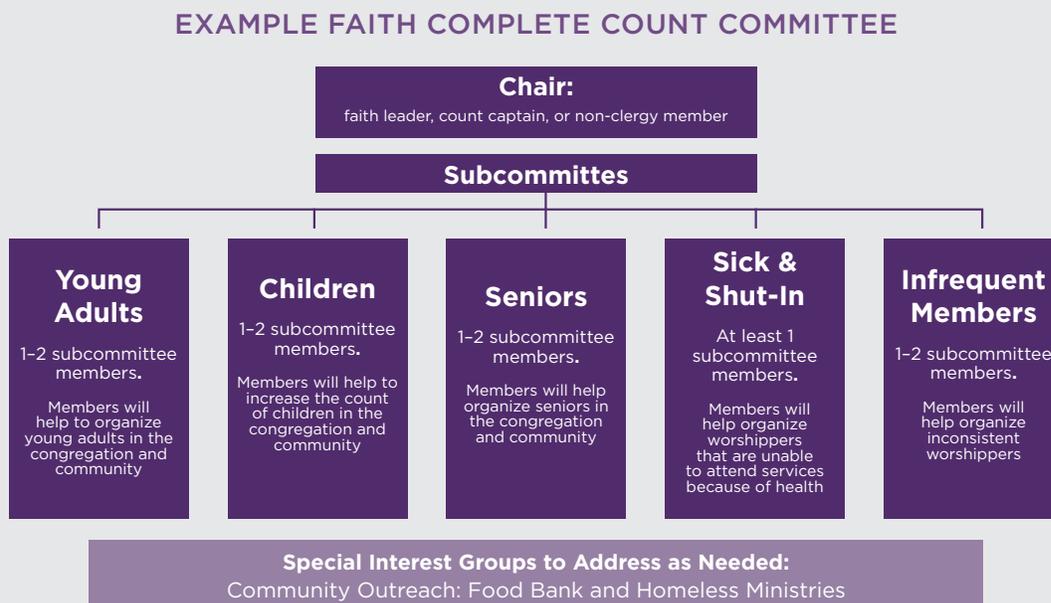
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How Can Your Place of Worship Help Ensure a Complete Count?

- Make a commitment to count your congregation and encourage the communities that you serve to participate in the 2020 Census.
- **Form a Complete Count Committee** to make sure all of the babies, children, youth, adults, those that utilize streamed services, sick-and-shut in, and everyone who attends special services are counted.
- **Use worship services, prayer meetings, study groups etc. to share 2020 Census information** (see our Resources at the end of this toolkit).
- Encourage other Faith Leaders to become involved, especially leaders of neighboring faith institutions.
- Become a 2020 Census Resource Hub for your place of worship and community.
- If possible, allow those without Internet access at home to complete the 2020 Census online at your facility.
- Periodically share 2020 Census information in bulletin inserts, on worship screens, and via social media.
- Learn more and stay informed by signing up at [FairCount.org](https://www.faircount.org)

How do I form a Complete Count Committee (CCC)?

- Complete Count Committees (CCCs) are volunteer committees formed to educate and mobilize people around the census.
- They are essential to identifying and engaging HTC communities.
- Anyone who is committed and willing to work can be on the committee, including faith leaders, congregants, and even youth! You can learn more about forming a CCC here: www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf
- Much like precinct captains make sure a group of people have voted in elections, the Chair of the CCC makes sure EVERYONE is counted in the Census.
- Here's an example of what your CCC could look like:



How are CCCs Helpful?

- By forming a CCC at your place of worship, you can:
 - Help to dismiss fears and concerns about the 2020 Census.
 - Create and implement outreach plans that are tailored to your community.
 - Increase participation before census enumerators begin to knock on doors.
 - Partner with other faith leaders and organizations to increase awareness.
 - Host events to encourage participation in the 2020 Census.

Resource: Sample “Census” Scriptures and Sermons

Judaism/Christianity

Exodus 30:12

When you take the sum of the children of Israel according to their numbers, let each one give to the Lord an atonement for his soul when they are counted; then there will be no plague among them when they are counted.

Numbers 1:1-2

The Lord spoke to Moses in the Sinai Desert, in the Text of the Meeting on the first day of the second month, in the second year after the exodus from the land of Egypt, saying. He said: “Take the sum of all of the children of Israel, by families following their fathers’ houses; a head count of every male according to the number of their names

Numbers 7:2

Then the chieftains of Israel, the heads of their fathers’ houses, presented [their offerings]. They were the leaders of the tribes. They were the ones who were present during the counting.

Numbers 26:2

Take a census of all of the congregation of the children of Israel from twenty years old and upwards, following their fathers’ houses, all that are fit to go out to war in Israel.

Chronicles 23:24

These are the sons of Levi to their fathers’ houses, the leader of the father’s [houses] to their numbers, in the number of names according to their heads, who perform work for the service of the House of the Lord from twenty years old and upward.

Christianity

Luke 2:1-5

In those days Caesar Augustus issued a decree that a census should be taken of the entire Roman world. [...] And everyone went to his own town to register. So Joseph also went up from the town of Nazareth in Galilee to Judea, to Bethlehem the town of David, because he belonged to the house and line of David. He went there to register with Mary, who was pledged to be married to him and was expecting a child.

Luke 12:7

Indeed, the hairs of your head are all counted...

Islam

We were with the Messenger of Allah (peace and blessings of Allah be upon him) when he said, ‘Count for me how many people profess Islam’...

**Sample Sermons and additional scriptures/texts can be found
at www.faircount.org/sermons**

Resource: Sample Bulletin Inserts

Month	Sample Text for Bulletin Inserts
December (all faiths)	<p>Seasons Greetings!</p> <p>This year may almost be in the books, but your 2020 Census planning is just about to kick off.</p> <p>As you wind down the year with family and friends, encourage them to begin making their own Census plans, if they haven't already. And as you focus on the new year, make your #1 New Year's resolution getting your household and entire congregation counted in the 2020 Census! Make a plan to be counted!</p>
December (Christian)	<p>Merry Christmas!</p> <p>"And all went to be inscribed in the census roll, each to his own city...to be inscribed in the census roll with Mary who was betrothed to him as his wife, she being great with child." The 2020 Census is coming, and we all need to commit to be counted. We have to make it a priority like Mary and Joseph. We each need to make a plan to get counted, and we can't make excuses when the time comes. If Mary could travel 90 miles while pregnant for the census, you can set aside a few minutes of your day. Be like Mary, and commit to count!</p>
December (Jewish)	<p>Happy Hanukkah!</p> <p>As we prepare for Hanukkah, and the significance of our of remembrance and reflection, let us recognize the significance of counting and being counted. In 2020, we will have an opportunity to count not only ourselves, but to encourage our community to do the same. Be counted. We matter!</p>
January (all faiths)	<p>In January 2020, Census enumerators will begin knocking on doors in Alaska to count people there before they leave for "spring thaw," a traveling period for Alaskans.</p> <p>You may not be the first person to complete a 2020 Census application, but you can be the first to volunteer to make the census plan for your household, if it hasn't been done already. Make a plan. Volunteer to complete the application for your household when it comes in the mail. Commit to getting your household counted in 2020. Let's start this year off right! Don't forget to also encourage your family, friends, neighbors, and co-workers to make a Census plan.</p>
January (all faiths)	<p>Happy New Year!</p> <p>We pray that 2020 brings you health and prosperity. As we make our New Year's resolutions, let's resolve to be a blessing to our community this year and beyond by committing to count in the 2020 Census. Our participation in the census will steer our community's share of \$800 billion to where it is needed each year for the next decade. These funds will be used to fund education, healthcare, infrastructure and more! So, while you're committing to exercise, to quit smoking, and to check some things off of your bucket list, don't forget to commit to count in the 2020 Census!</p>
February (all faiths)	<p>In 1790, the first Census asked only six questions, and was enacted to determine congressional seats, funding for government programs, and electoral votes. Slaves were only counted as 3/5ths of a person.</p> <p>A lot has changed since that first Census, including the need to ensure that every person living in the U.S. is fully counted, regardless of race, gender, or citizenship. The data that the census collects directs state and federal distribution of funds, resources, and representation. So get counted, because YOU matter! Don't forget to also encourage your family, friends, neighbors, and co-workers to make a plan to participate.</p>

Month	Sample Text for Bulletin Inserts
<p>March (all faiths)</p>	<p>Don't be fooled! April 1st will be here before you know it.</p> <p>Although it is known as April Fool's Day, it is also Census Day, which means time to complete your Census application. An undercount could result in thousands of lost dollars for your community, so there is no joking when it comes to getting everyone counted. The 2020 Census will direct nearly \$800 billion dollars annually to states and counties through roughly 132 federal programs. Commit to Being Counted on or before April 1st. Don't forget to also encourage your family, friends, neighbors, and co-workers to be on the lookout for their census applications and to complete them on or before April 1st, 2020.</p>
<p>April (all faiths)</p>	<p>April is here, and the time to act is NOW!</p> <p>Every 10 years, the U.S. census counts every person living in the United States, and the data that is collected is protected. It is required that everyone, regardless of race, class, gender, or citizenship, be included in this count. However, many groups have been underrepresented in previous census efforts, such as renters, rural residents, immigrants, low income, and the homeless. Working together, we have the ability to count our congregation, and we can play a major part in ensuring that our entire community is counted. Tell everyone you know about the 2020 Census. Because if you aren't counted, you simply won't count.</p>
<p>April (Christian)</p>	<p>Happy Easter!</p> <p>As we reflect upon the significance of Easter, let us remember that this is a time of hope and renewal. It is the ultimate display of commitment and sacrifice, and it is a time to reflect upon God's love and unselfishness. As we complete our census forms, let us remember that if God can show hospitality and love to us, we can certainly extend this same love and hospitality to others. Let us do this by encouraging all around us to be counted. By participating in the 2020 census, we are helping to ensure that we all have what we need.</p>
<p>May (all faiths)</p>	<p>During the first Census, approximately 650 men were deployed, via horseback, to go door to door to count people throughout the 13 original states.</p> <p>Although automobiles have replaced the mode of transportation, the practice of knocking door to door remains. You can reduce visits from census takers by completing your 2020 Census form today. Remember, the census is safe, and the data collected are protected. Being counted benefits your family, community, and church for the next 10 years. Bless your community and get counted!</p>
<p>June (all faiths)</p>	<p>The US Census is the largest civilian exercise, and it costs billions of dollars. An accurate census gives a true reflection of the entire population and will assist in determining the needs of our community. It will assist in shaping the country's future for the next decade. By completing your census application, you are helping to ensure that our community gets the resources that it needs. If you have not completed your application, there is still time. Act now! Get Counted.</p>
<p>July (all faiths)</p>	<p>Did you know that even though census records are confidential, you are able to request a census certificate from previous censuses to use as proof for: age, residence, pension, to establish citizenship, or to receive an inheritance? Census records are also extremely useful when researching your family history. These are just a few reasons why the census is important and how completing the application can benefit you and your family. If you haven't completed the 2020 Census, please join us immediately after worship to get it done. We have to get a complete count for the sake of our community. We need your help, so please get counted!</p>

Messaging the Census to Your Congregation

The Census is Safe:

- It is a felony for any census employee to share your data, leading to up to 5 years in jail and/or a \$250,000 fine.
- Any personal information that the census collects cannot be released until 72 years after it is collected.
- Every census worker is sworn to keep data confidential for their entire life, not just the 72 years that the census requires.
- Once the data is collected it is protected using a future-proof technology called Differential Privacy.

On Mistrusting the Government:

- If you are concerned that you don't want "them" (the government) to know who you are or where you are, well, the jig is up. They already know. They will contact you by mail, and they will knock on your door.
- The Census isn't about finding people—they already know you are here. It's about counting you so that you get your fair share of resources and power. Don't be confused by this.
- If you are worried because you have someone staying with you that your landlord doesn't know about, or maybe someone has a warrant out, or maybe someone isn't a citizen—it's OK. They will not share your information. You need to count everyone in your home—even that nephew that sleeps on your couch a every now and then. If he's staying with you when you fill out the 2020 Census form, count him. Count everyone.

On the Citizenship Question:

- The current administration wanted to silence immigrant and refugee communities and sought to include the Citizenship question to instill fear in communities of color.
- We cannot let those who don't want us to count win—participating in the census is the only way to fight back. It's the only way to make them see us and give us our fair share.
- The census counts ALL of us, not SOME of us. And we ALL must get counted.
- Whether you are here on a student visa, a green card, or undocumented, you still matter in America. You use resources, drive on roads, shop at stores, and send your kids to school. You count, so you must be counted.

It's Up to Us:

- The only people who can bring our fair share of money to our community and political power to our area is us. If we speak up and get counted, they cannot erase us. If we remain silent, we will be silenced for 10 years.
- If you aren't counted, you simply won't count.
- Our community will be targeted, especially online, by people who don't want us to participate because they don't want our communities to have the money we deserve or our fair share of political power. We cannot let them do that to us. We must stand up and be counted.
- Stacey Abrams has said, "If they can erase us from the story of American, they can erase us from the future of America."

The Fight Against Misinformation/Disinformation

The census advocacy community is preparing for an intense campaign, particularly online, of disinformation about the census. In fact, “misinformation and other online influence campaigns are among the [Census] bureau’s biggest concerns in the run-up to the 2020 count. By sowing distrust among U.S. residents, adversaries could suppress participation in the census and distort the data that the government uses to distribute federal funds, allocate congressional seats and conduct a wide range of other activities.”

- Many communities have been the targets of election-related disinformation campaigns that were focused on suppressing voter turnout.
- Therefore, we should expect that there are some who want to suppress 2020 Census participation to keep certain communities from resources and power.
- Faith leaders are uniquely positioned to fight these tactics by **providing regular and recurring information about the census.**

Shareable Social Media Content?

Faith leaders can share (and urge members of their congregations to share) accurate and up to date information about the 2020 Census online and through their social media networks. Doing so will help fight the spread of misinformation/disinformation, and it will expand 2020 Census messaging and reach.

- Visit www.faircount.org/faith-shareable-content to access graphics, articles, and other digital content that can be tweeted, posted on Facebook/Instagram/Snapchat, shared via text or email, etc.
- Follow Fair Count on Twitter (@faircount), Facebook (@faircountgeorgia), and Instagram (@faircount) to stay updated. Please retweet and/or share as often as possible.

Fair Count is committed to keeping this toolkit up to date and providing more shareable information throughout the Get Out the Count (GOTC) period.

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