



2020 Census: What CBOs Can Do Panel

February 28, 2019

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NALEO Educational Fund

NALEO Educational Fund was established in 1981,
NALEO is the nation's leading 501(c)(3) non-profit
organization that facilitates full Latino participation in
the American political process, from citizenship to public
service

NALEO Educational Fund achieves its mission through three major strategies:



Policy,
Research
& Advocacy



Constituency
Services



Civic
Engagement

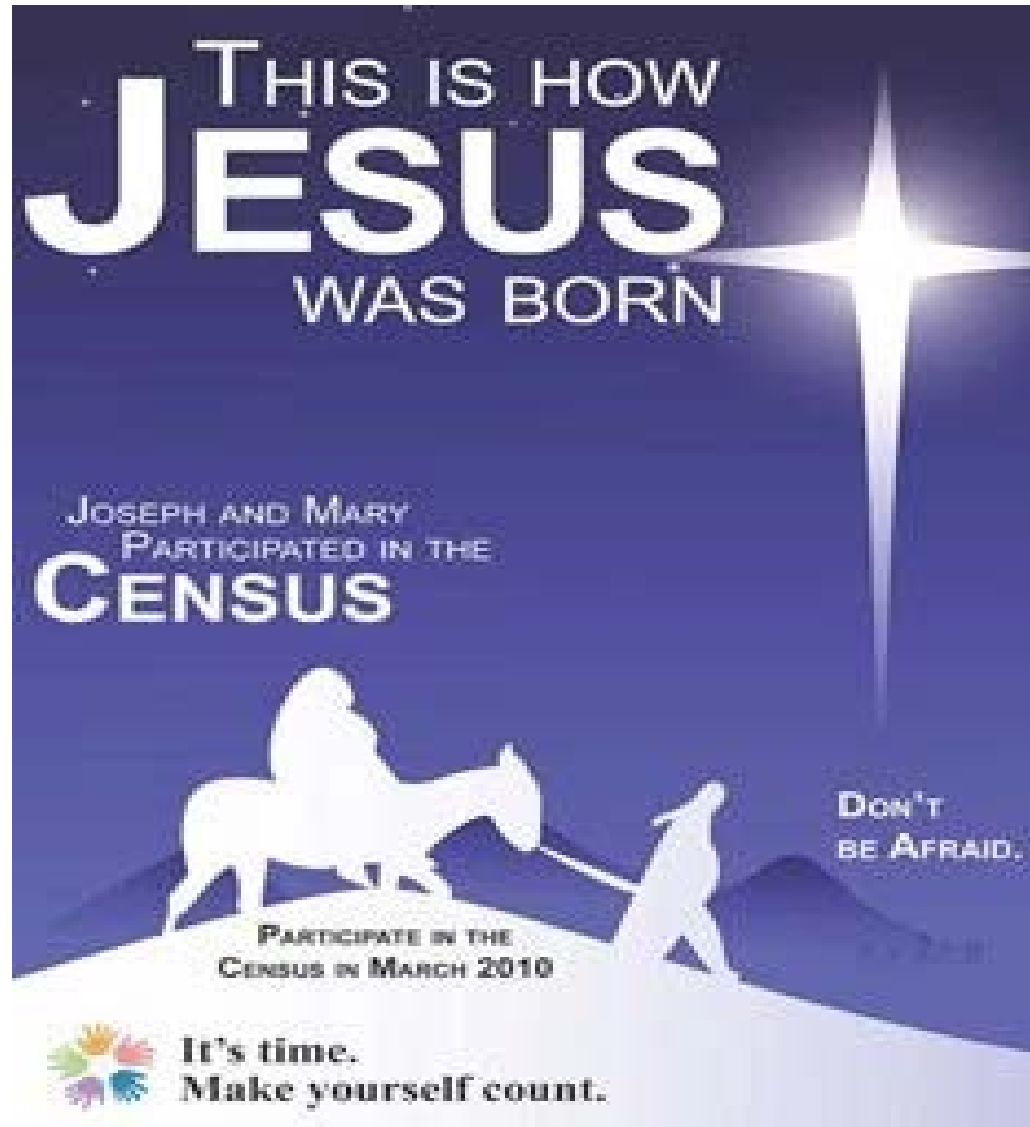
Census Outreach in 2010



iHAGASE CONTAR!
MAKE YOURSELF COUNT

A National Initiative to Achieve a Full Latino Count in the 2010 Census

In 2010, NALEO Educational Fund went Biblical...



2020 Census Plan



NALEO Educational Fund will implement a community-based engagement and mobilization campaign, to ensure the Latino population is accurately counted in the 2020 Census.

- *¡Hazme Contar!* (undercount of children)
- Census Website
- Toolkits
- Promotional Materials
- Bilingual Information Census Hotline
- Messaging and Communications
- Strategic Partnerships
- Train the Trainer model



WHAT CAN YOU DO?

- Stay connected with NALEO Educational Fund and join our **Hagase Contar** campaign as partners!
- Levels of Partnerships & Engagement:
 - Raising Awareness
 - Community Outreach
 - Community Assistance Centers
- Get involved in local efforts in your community to ensure all Latinos are counted in Los Angeles County.
- Help people fill out their census forms on-line.
- Help refer community leaders you know to the Census Bureau to work as enumerators.

TAKE ACTION!

#SaveTheCensus



We have also launched a comprehensive campaign against the addition of a citizenship question to Census 2020. Join us by:

- Writing and/or calling your Member of Congress and/or Secretary Ross and asking them to OPPOSE the addition of a citizenship question.
- Submit comments to the Census Bureau opposing the addition of the citizenship question. The Bureau is requesting the comments as part of the administrative process it must conduct to move forward with various Census 2020 preparations. **The comments are due by March 15**, and you can submit them to 2020_Census_Comments@omb.eop.gov – your comments should indicate they are in reference to Docket number OMB–2018–0004.
- Amplifying your opposition to the addition of the citizenship question to your constituency and stakeholders.
- Tweeting about your opposition, using #Make2020Count.

PARTNER WITH US!



Join our Census 2020 campaign!

Visit www.NALEO.org

Email to censusGOTC@naleo.org with “**Subscribe**” in the subject line to join our Census email list.

Text “**CENSUS**” to **97779** to join our SMS/Census Get Out the Count list.

(Standard messaging rates apply).

Thank you.



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