

WAYNE-FINGER LAKES REGION **CENSUS TOOLKIT**



PROVIDED BY THE W-FL BOCES CENTRALIZED COMMUNICATIONS TEAM



WWW.WFLBOCES.ORG

PRINT MATERIALS

FLYER 1



WHEN YOU SHAPE EDUCATION, YOU SHAPE OUR FUTURE.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

#2020Census
#NewYorkCounts2020



FLYER 2



SHAPE THE FUTURE FOR EVERY GENERATION.

Responses to the 2020 Census will influence funding in your community for services that help every generation—from newborn babies to the oldest among us. Count everyone in your home to benefit you, your children, and future generations.

#2020Census
#NewYorkCounts2020



FLYER 3



SHAPE THE NEXT GENERATION. COUNT THEM.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

#2020Census
#NewYorkCounts2020



PRINT MATERIALS



These print materials can be used to promote the 2020 Census. They are available for download at www.wflboces.org/census, to be printed at your own district.

W-FL BOCES Imaging Center will also support printing and design needs. If you would like a flyer or poster printed, or designed with images from your district, please contact the imaging center at imaging.center@wflboces.org. Orders for census materials will be accepted up until APRIL 3, 2020.

SIZES

Flyers - standard US letter (8.5x11in.)

Posters - 11x17in.

www.wflboces.org/census

SOCIAL MEDIA

The following are suggested posts and supplemental images for intended use on Social Media platforms such as Facebook, Instagram and Twitter.

GENERAL POST:

FACEBOOK/INSTAGRAM

We are excited to announce that as a region, we are supporting the U.S. Census Bureau and the 2020 Census. Join us as we ensure our community is accurately represented in the upcoming decennial count!
#2020Census
#NYCounts2020

TWITTER

Join us as we ensure our community is accurately represented in the upcoming decennial count!
#2020Census
#NYCounts2020

SUGGESTED PHOTO



EDUCATIONAL POST:

FACEBOOK/INSTAGRAM

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities and school meal programs. It's more than just a count, it's an opportunity to shape the next generation! #2020Census
#NYCounts2020

TWITTER

Respond to the Census and support educational programs that benefit our children, like after-school activities and school meal programs. It's more than just a count, it's an opportunity to shape the next generation! #2020Census
#NYCounts2020

SUGGESTED PHOTO



INFORMATIONAL POST:

FACEBOOK/INSTAGRAM

For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You'll still be able to respond by mail. To learn more about what to expect, visit 2020census.gov.
#2020Census
#NYCounts2020

TWITTER

For the first time, you can respond to the census online. Responding by mail will still be an option. Get more information: 2020census.gov.
#2020Census
#NYCounts2020

SUGGESTED PHOTO



SAMPLE LETTER

Make Our District Count!

The **[NAME]** Central School District is excited to announce that as a member of the Wayne-Finger Lakes region, we are supporting the U.S. Census Bureau and the 2020 Census.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than \$675 billion in federal funds is distributed each year to support vital programs in states and communities across the country.

These funds shape local health care, housing, education, transportation, employment, and public policy.

By participating in the 2020 Census, you will help ensure that educational programs receive the proper funding and the educators in our region have the tools they need to support growth in the classroom.

Please join us in supporting our district and school community to ensure our student's success for the next ten years!

Soon, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

For more information please visit www.uscensus.gov

SAMPLE ANNOUNCEMENT

We are excited to announce that as a region, we are supporting the U.S. Census Bureau and the 2020 Census.

The District will be working to make sure our community is accurately represented in the upcoming decennial count.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than \$675 billion in federal funds is distributed each year to support vital programs in states and communities across the country.

These funds shape local health care, housing, education, transportation, employment, and public policy.

By participating in the 2020 Census, you ensure that educational programs receive the proper funding and the educators in our region have the tools they need to support growth in the classroom.

Please join us in supporting our district and school community to ensure our student's success for the next ten years!

Soon, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.

For more information please visit www.uscensus.gov

ADDITIONAL RESOURCES

- Official **Outreach Materials** from the United States Census Bureau:
<https://2020census.gov/en/partners/outreach-materials.html>
- These materials would be useful for general promotion of the US Census.

- **Kid-friendly** materials from the Sesame Workshop:
<https://www.sesameworkshop.org/press-room/2020-census-form>
- These materials are helpful in engaging students in the conversation, and include materials that can be sent home.

- **New York State** Census Information:
<https://newyorkcounts2020.org/>
- Includes more information broken down by region, as well as the Get Out The Count placards in a number of different languages.

- **Official Contacts** by County:
For more information regarding the 2020 Census in your area, please contact the following:

ONTARIO COUNTY

Ontario County
Planning Dept.:

(585) 396-4456

SENECA COUNTY

Seneca County
Planning Dept.:

(315) 539-1730

WAYNE COUNTY

Pioneer Library
System:

(585) 394-8260

YATES COUNTY

Southern Tier
Library System:

(607) 962-3141

NYS CENSUS BUREAU

Amy A. Brombos
Supervisory Partnership Specialist
New York Regional Census Center
(585) 396-4456

Jesus Paesch
Partnership Specialist
New York Regional Census Center
(716) 861-1075