

Dear Nonprofit Leader,

Washington Nonprofits builds a stronger nonprofit sector so our communities thrive. One of the ways we do this is to watch public policy issues and notify our members when there are opportunities to create a better environment for our nonprofit work.

Census 2020 is coming. It is a special, once-in-a-decade opportunity to ensure that our communities receive the funding they need for a variety of vital services, many of which are provided by nonprofits.

Why does Census 2020 matter to nonprofits?

The goal of the census is to count every inhabitant of our country. These statistics are used to distribute billions in federal funding for everything from roads and schools to housing and human services. If our communities aren't fully counted, we won't get our share of federal funds. In fact, Washington State estimates that \$4,800 per year is at risk for every household that isn't counted. More than most people, we understand the importance of community services and public infrastructure.

This time around, the US Census needs our help. A number of factors could compromise a complete count.

- Funding for the census is down, and the federal government is having trouble hiring the people they need to conduct the count.
- Immigrants and others are fearful about participating.
- A move to online responses will make it more difficult for seniors and rural residents who lack broadband to respond.

Outreach by community-based organizations will make a big difference in encouraging participation.

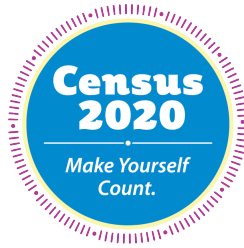
How can Nonprofits Help?

Nonprofits of all kinds are trusted messengers in their communities. From arts organizations to clinics to food banks, we have relationships with our neighbors and we are important gathering places. During Spring 2020, you can play a role in encouraging people to be counted, through education, personal outreach and maybe even providing access to computers with reliable internet so people can fill out the census online, since the survey will be completed primarily online for the first time.



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www.washingtonnonprofits.org/2020Census



Here are just some of the types of people that are “hard-to-count” and may need additional support to be counted:

- Seniors and young children
- People experiencing homelessness
- Rural residents
- People of color
- Non-English speakers
- Undocumented immigrants
- Recent immigrants

The Nonprofit Census Action Kit is designed to give you basic tools that you can use to build awareness about the census and encourage the people you serve to be counted. Please start building support now within your organization, and consider what steps your organization can take. We hope all organizations will post the enclosed poster in your lobby, include information in your e-newsletter and share at community events, and educate your own staff so they can support people who have questions. We hope some of you will take additional action to help your constituents get counted, such as helping them access the internet.

The basic information you need most is contained in this kit. We have additional resources available on our website at www.washingtonnonprofits.org/2020Census

We also want to be a resource to you if you’d like to be a champion for Get Out The Count efforts in your community. Please contact us to be connected with other census advocates or to find out about funding opportunities available to nonprofits to help “hard to count” communities get counted.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Laura Pierce', written in a dark ink.

Laura Pierce
Executive Director
Washington Nonprofits

Washington Nonprofits is Washington’s state association for nonprofits. Our mission is to make sure nonprofits have what they need to succeed through learning, advocacy, and collaboration. Learn more at www.washingtonnonprofits.org

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