



# U.S. Supreme Court Citizenship Question Case

## DIGITAL COMMUNICATIONS TOOLKIT

A toolkit for *Hágase Contar!* partners to engage community members and stakeholders as oral arguments on the citizenship question case are heard by the nation's highest court.

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# INTRODUCTION

This document provides *¡Hágase Contar!* (Make Yourself Count!) partners with the digital tools and resources they need to take action on the oral arguments in the citizenship question case before the **U.S. Supreme Court on April 23**. The assets featured in this toolkit can be used to educate community members, stakeholders, and social media networks about the high stakes in this critical case. Partners are encouraged to tailor the suggested language for their target audiences.



# BACKGROUND AND TALKING POINTS

## Why is the citizenship question case so important?

- No other issue before the Supreme Court will have more direct consequences for the nation's Latinos than the one before the Court regarding the 2020 Census.
- On trial is not only the accuracy of a full Latino count, but also the foundation of our democracy.
- The 2020 Census will be the first in the nation's history in which Latinos make up the nation's second largest population group.
- An undercount of the Latino population would mean a failed Census for the country.
- The evidence in this case is clear. Three federal courts have already found that the addition of the citizenship question was done in violation of federal law and would result in an undercount of Latinos and immigrants.
- In a survey conducted by NALEO Educational Fund, [78 percent](#) of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.
- At issue before the Court is more than just whether Secretary Wilbur Ross' actions violated federal law, the integrity of our Constitution and democratic principles are at stake.
- If the Court finds that the three district judges erred in finding that Secretary Wilbur Ross violated the Administrative Procedures Act, future Cabinet members will be free to make arbitrary decisions at will.
- By dismissing the citizenship question, the Court can make clear that politics has no home in the hallways of one of the most preeminent scientific agencies in the world.
- The clock is ticking. Now is the time for the nation's highest court to give the U.S. Census Bureau the clarity and certainty it needs to execute the 2020 Census by removing the citizenship question once and for all.



## What is the Census?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March through July of 2020.
- Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.
- Top 10 Census Guided Federal Programs:
  - Medicaid
  - Supplemental Nutritional Assistance (SNAP)
  - Medicare
  - Highway Planning and Construction
  - Section 8 Housing
  - Title 1 Grants to Local Education Agencies
  - National School Lunch Program
  - Special Education Grants
  - State Children's Health Insurance (CHIP)
  - Head Start / Early Head Start
- We only get one chance every 10 years at achieving a full count – these data will inform important policy decisions and determine federal funding allocations for a decade.

## What other kinds of challenges may thwart a full count of Latinos in Census 2020?

- In addition to the Secretary of Commerce's last-minute decision to add an untested and unnecessary citizenship question to the 2020 Census questionnaire, there are some other key changes and challenges that pose a threat to a full count of Latinos in the 2020 Census.
- A lack of adequate funding that could limit the Census Bureau's ability to conduct the operations and outreach it will need to count all Americans.
- A shift to making the Internet the primary response option for the first time in the history of the Census presents challenges for households without internet access or who distrust sharing personal information online.



## (continued)

- Census 2020 is taking place at a time of heightened fear and distrust in the government and its ability to protect private data.
- *iHágase Contar!* partners will play a critical role in educating the Latino community about these and other key changes to the Census.

## What is the *iHágase Contar!* campaign?

- The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund
  - The *iHazme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.
- Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:
  - “Train-the-trainer” workshop opportunities;
  - State of the Census 2020 briefings;
  - Campaign material and promotional information;
  - Public awareness events and informational panels;
  - National bilingual information and referral hotline – **877-EL-CENSO (877-352-3676)**; and
  - Website: [www.hagasecontar.org](http://www.hagasecontar.org).



# KEY GENSUS 2020 DATES

**2019**

## January – September 2019

U.S. Census Bureau will open 248 area Census offices

## April 23, 2019

U.S. Supreme Court will hear case on citizenship question

## June 2019

Decision from U.S. Supreme Court on citizenship question case is expected

## June – August 2019

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates  
*(preliminary results expected in October).*

## September 2019 and On

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff

**2020**

## January 2020

The first enumeration begins in remote areas of Alaska, before the spring thaw

## March – April 2020

Self Response phase of Census 2020  
*(internet, mail, and phone; four waves of staggered mail).*

## April 1, 2020

National Census Day

## May – July 2020

Primary non-response follow-up operation  
*(to households that did not self-respond).*



# WEBSITE AND SOCIAL MEDIA ACCOUNTS

All partners are encouraged to use the official campaign hashtag –**#HagaseContar**– across their social media accounts.

NALEO Educational Fund will track tweets and Instagram photos around the citizenship question case using the #HagaseContar hashtag. Please remember to keep all posts nonpartisan and positive.

A selection of sample social media posts and graphics partners can utilize for **April 23** is available in this toolkit.

## WEBSITE

[www.hagasecontar.org](http://www.hagasecontar.org)

At [www.hagasecontar.org](http://www.hagasecontar.org) partners and organizations can access an array of tools and resources in English and Spanish, including fact sheets, communications and promotional materials, and a calendar of events taking place around the country.

An online pledge form where individuals can commit to participating in Census 2020 is also available at [www.naleo.org/censuspledge](http://www.naleo.org/censuspledge).

## FACEBOOK

@NALEO.org

[www.facebook.com/naleo.org](http://www.facebook.com/naleo.org)

The NALEO Educational Fund Facebook page engages users by making them aware of timely Census developments and news, as well as activities surrounding the start of oral arguments in the citizenship question case before the U.S. Supreme Court. Make sure to promote this page, ask your supporters to join, and share your posts and Facebook live events.

## TWITTER

@NALEO

[www.twitter.com/naleo](http://www.twitter.com/naleo)

The NALEO Educational Fund Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, elevating partner events, and more. We also engage individual users about the importance of Census 2020.

## INSTAGRAM

@NALEOEduFund

[www.instagram.com/naleoedfund](http://www.instagram.com/naleoedfund)

NALEO Educational Fund will share photos and graphics on its Instagram Account around activities on April 23. We will also post photos of people, organizations and elected officials who use the **#HagaseContar** hashtag in their Instagram posts.



# SAMPLE SOCIAL MEDIA POSTS

**On April 23, we encourage you to post or tweet about the start of oral arguments in the citizenship question case.**

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

**Twitter:** [@NALEO](#)

**Facebook:** [www.facebook.com/naleo.org](#)

**Instagram:** [@naleoedfund](#)

**Official Campaign Hashtag:** #HagaseContar

## SAMPLE LANGUAGE

1. **SCOTUS: Stop the #citizenshipquestion from being added to #Census2020!**

**By removing this untested and ill-intentioned question, you can uphold the integrity of the @uscensusbureau and clear the way for an accurate count of Latinos and all residents. #HagaseContar**

2. **Politics has no place at the @uscensusbureau. With less than one year to go to #Census2020, time is running out!**

**SCOTUS must dismiss the #citizenshipquestion so that the @uscensusbureau can execute a fair, honest and accurate count of Latinos and all resident. #HagaseContar**

3. **On trial are the accuracy of a full Latino count & our democratic values.**

**The evidence is clear. 3 federal courts have already found that the addition of the #citizenshipquestion was done in violation of federal law. SCOTUS must dismiss the citizenship question! #HagaseContar**



**(continued)**

**4.**

**Today SCOTUS will begin to hear oral arguments regarding the addition of the #citizenshipquestion to #Census2020.**

**No other issue before the Court will have more direct consequences for the nation's Latino community than the census case.**

**The #citizenshipquestion must go! #HagaseContar**

**5.**

**Our survey found that the #citizenshipquestion will increase fear and decrease participation among Latinos and other hard-to-count groups.**

**SCOTUS must act to save #Census2020 by removing the citizenship question once and for all! #HagaseContar**

## SAMPLE SOCIAL MEDIA CAMPAIGN GRAPHICS



[DOWNLOAD](#)



[DOWNLOAD](#)



[DOWNLOAD](#)

# CAMPAIGN POSTERS

## General Campaign Poster (Print-ready, 17" w x 11" h)



Participate in our social media photo campaign by posting a photo holding up our "Census 2020 is coming" sign using our hashtag **#HagaseContar**.

[DOWNLOAD](#)

## Pledge Poster (Print-ready, 17" w x 11" h)



Participate in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by following the steps below:

1. Print our “I pledge to get counted in Census 2020 because” sign.
2. Write in your personal response.
3. Upload a photo of you holding the sign using our hashtag **#HagaseContar**.

[DOWNLOAD](#)





# ADDITIONAL RESOURCES

## **What is the Census? Census 101**

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

## **¿Que es el Censo? Introducción al Censo**

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

## **Census 2020 – State Fact Sheets**

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhsdwQ>

## **Key Census 2020 Milestones**

Prepared By: Funders' Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

## **2020 Census Reporting Mistakes I've (Almost) Made So You Don't Have To**

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2TO5rXt>

## **Faith in Public Life Census 2020 Toolkit**

Prepared By: Faith in Public Life

<https://bit.ly/2Cw470R>

## **The Invisible Ones: How Latino Children Are Left Out of Our Nation's Census Count**

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

## **¡Hágase Contar! Campaign Regional Staff Leads**

Prepared By: NALEO Educational Fund

<https://bit.ly/2TVR6HN>

