CENSUS 2020 TIMELINE
MOBILIZING AAPI COMMUNITIES

Creating Partnerships
JANUARY-SEPTEMBER 2019

Create partnerships with other community organizations to create a network ready to educate, organize, and mobilize.

Building Awareness and Education on Census
JANUARY-DECEMBER 2019

This year is crucial for educating our communities on what’s at stake for the Census. Many AAPI populations face language barriers and are not contacted by traditional outreach methods. Host workshops and integrate Census education into existing outreach. Train trusted messengers to reach AAPI communities that are hard to count.

Collecting Census Pledges
MARCH 2019-MARCH 2020

Distributing and collecting pledges to fill out the Census is an effective tool for increasing enumeration of AAPI communities. Start a campaign to do this year-round until the Census begins.

Direct Outreach in AAPI Communities
JANUARY-MAY 2020

Organize field and media programs to directly reach AAPI populations. Follow up with folks who signed your Census pledges. Reach out to your personal networks and make sure everyone gets counted!

Conducting the 2020 Census
MARCH-JULY 2020

- March: Census postcards are sent to most homes, including 3 reminder letters and a final letter with the paper Census.
- June-July: Census workers visit households that did not complete the Census yet.

QUESTIONS? VISIT WWW.APALANET.ORG/CENSUS