

# Additional Ideas to Promote the 2020 CENSUS

## Good news!

The US Census Bureau has extended the response deadline to September 30.

This gives schools more time to encourage families to participate in the Census, which greatly impacts funding for public services, including education.

In addition to these tips, we've posted numerous templates and resources at [ossba.org/census](https://ossba.org/census). Let's make sure every person is counted!



### Remember the Marquee

Add this message to your school sign for parents to see each day:

Be Counted! Complete the Census at [2020census.gov](https://2020census.gov)!

### Develop Partnerships

Recruit others in the community to help share the importance of completing the Census — churches, businesses, non-profits, PTAs, etc.

### Make Announcements

If you are able to safely host school events, use the opportunity (and the PA system!) to remind those in attendance about the importance of the 2020 Census. Have flyers available for those who want to know more.

### Reach Everyone

Work to inform and assist all parents, including those who do not speak English as their first language. The Census Bureau has many translated resources to meet the needs of all Oklahoma families.

### Use District Devices

If you have provided one-to-one devices for distance learning, push a message to all screens reminding families to complete the Census. They can even use the district's device to complete the questionnaire.

### Share the message often

Once you have created your Census flyer, share it in backpacks and by email. Post it on social media and your website, and then text the link to all parents. A phone call is always helpful, too.