



Timeline

Stakeholders will need to adjust outreach strategies and tactics at different points during the 2020 Census. [See the census milestones document for a full timeline.](#) Below are some key milestones and suggested tactics by phase. Stakeholders should customize based on the needs for their community.

January through March—Education and Awareness:

- *Census Bureau ad campaign goes live.*
- *Census Bureau begins enumeration in remote Alaska on January 21, 2020.*
- *Stakeholders educate communities about the census and how they will be invited to respond (educational events, town halls, census awareness promotional content focusing on hard-to-count neighborhoods). Events will include a focus on encouraging eligible households to respond during the self-response period.*
- *Stakeholders deploy and educate communities about their GOTC plan (e.g., where census kiosks will be, how you are supporting communities, and what they can expect from you).*
- *Stakeholder groups will have “census weeks of action” for specific communities (calendar forthcoming).*

Mid-March through April 30: Self-Response Operation: (*PEAK CENSUS OUTREACH EFFORTS*)

- *Census Bureau ad campaign drives a “respond to the census” message.*
- *Census Bureau mails or hand-delivers census materials to almost all households, which will have an opportunity to respond online, by telephone, or using a paper questionnaire. Mailed invitations will begin to go to households on March 12, 2020.*
- *April 1, 2020 is Census Day—a reference date for the enumeration.*
- *Census Bureau enumerates group living facilities and transitory locations in April.*
- *Stakeholder groups will be focusing on inviting hard-to-count neighborhoods and historically missed groups to self-respond.*
- *Stakeholder groups may be going door-to-door in your community.*
- *The Census Bureau’s [ROAM map](#) and the [CUNY hard-to-count map](#) will display daily self-response rates by census tract.*
- *Stakeholders may provide devices or internet access to support people filling out their census questionnaire.*

Mid-May through July: Nonresponse Follow-Up (NRFU)/Census enumerators go door-to-door:

- *Census Bureau ad campaign drives “reminder, return your form” message*
- *Census Bureau enumerators go door-to-door to collect responses to the 2020 Census from households that did not respond online, by phone or by mailing back their paper questionnaire.*
- *The Census Counts campaign does not encourage stakeholder groups to canvass door-to-door during the NRFU phase, so as not to interfere with on-the-ground efforts of Census Bureau enumerators or create confusion among households.*
- *“Reminder” outreach to key hard-to-count neighborhoods.*
- *Stakeholders share educational materials about what enumerators look like and why they are going door-to-door.*

The Leadership Conference Education Fund builds public will for laws and policies that promote and protect the civil and human rights of every person in the United States. The issues we work on — from voting rights to educational equity to justice reform — have deep roots in our organizational history and across the communities we represent.

The Census Counts Campaign is a collaborative effort housed at the Leadership Conference Education Fund involving national organizations and hundreds of state and local community partners. The campaign works to make sure that the 2020 Census is fair and accurate— so that our communities do not miss out on the political power they deserve and the resources their communities have earned. Find out more by emailing information@censuscounts.org or going to CensusCounts.org.