



March  
2-6

2020 CENSUS | SIS WEEK:  
**EVERYONE  
COUNTS!**

# Partner Toolkit



STATISTICS  
IN SCHOOLS

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# Overview – Welcome

Thank you for your interest in joining the movement to make sure every child is counted in the 2020 Census and for taking part in Statistics in Schools Week: Everyone Counts! This weeklong series of fun classroom activities is provided by the U.S. Census Bureau's Statistics in Schools (SIS) program to educate students about the importance of the once-a-decade count. SIS Week will lead up to the 2020 Census, which begins in mid-March and will have a major impact on the future of schools, students, and families in every community.

**Most important during SIS Week, we are asking all educators to give the [SIS take-home flyer](#) to every student in their school. This flyer, available in English and 12 additional languages, explains to adults the importance of the 2020 Census and how critical it is to count every child in their home.**

Census partners like you are vital to ensuring a complete and accurate count. As trusted voices in your communities, you play a key role in raising awareness that completing the 2020 Census is easy, safe, and important. Because of this, we are asking you to help promote SIS Week and our efforts to unite educators across the country in making sure everyone is counted. Visit the SIS homepage at [census.gov/schools](https://census.gov/schools) during the coming weeks to get SIS Week updates and materials.

In addition to exploring the materials online, you can use the key resources we have compiled for you in this partner toolkit to promote SIS Week and get your audiences involved.

Below is a list of all materials included in the toolkit, followed by a description of each one.

- SIS Week educator roadmap
- SIS Week principal flyer
- SIS take-home flyer
- SIS Week partner talking points
- SIS Week partner newsletter or email blurb
- SIS Week graphic
- Sample social media posts
- SIS public service announcement



If you have any questions about this toolkit or about SIS Week, please contact us at [statsinschools@census.gov](mailto:statsinschools@census.gov). We are counting on you to help us spread the word. We appreciate your help!



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# SIS Week Educator Roadmap

The educator roadmap offers an overview of SIS Week, including each daily activity that can be used in the classroom to encourage participation in the 2020 Census.

Find this resource at [census.gov/schools](https://www.census.gov/schools) and in the file accompanying this toolkit.

**2020 CENSUS | SIS WEEK: EVERYONE COUNTS!**

**March 2-6**

### Shape the future for your students and school

Join the movement to make sure every child is counted in the 2020 Census by taking part in Statistics in Schools Week: Everyone Counts! This weeklong series of fun classroom activities is provided by the U.S. Census Bureau's Statistics in Schools (SIS) program to educate students about the importance of the once-a-decade count.

The 2020 Census will impact the federal funds that schools receive each year for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more. It will also affect billions in funds for other community services. Your students count on you every day. Here is your chance to help shape the future, not only for them but for your whole community.

Visit [census.gov/schools](https://www.census.gov/schools) during the coming weeks to get SIS Week updates and materials.

### Participate in the daily activities

**Monday, March 2**

#### What Is the 2020 Census?

Introduce the 2020 Census to each grade level by using our featured activity.

**Tuesday, March 3**

#### Apportionment

Use SIS materials to teach students about congressional apportionment and its connection to the decennial census. Students in grades K-2 can create and conduct a survey.

**Wednesday, March 4**

#### Diversity Collage

Show how census questions highlight the country's diversity by assembling and sharing a collage that highlights diversity in your classroom.

**Thursday, March 5**

#### Virtual Field Trip to the U.S. Census Bureau

Take students on a virtual field trip to the Census Bureau to learn more about how census data is collected and used.

**Friday, March 6**

#### Shape My Community's Future

Ask students to reflect on what they want to see in their future. On this day, distribute the SIS take-home flyer to all your students. Find it at [census.gov/schools/getinvolved](https://www.census.gov/schools/getinvolved).

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# SIS Week Principal Flyer

This flyer outlines how principals can get involved in SIS Week and provides general information about the week.

Find this resource at [census.gov/schools](https://www.census.gov/schools) and in the file accompanying this toolkit.



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**What is Statistics in Schools Week?**

The U.S. Census Bureau's Statistics in Schools (SIS) program will host a weeklong series of activities to unite schools around the country in an effort to count every child in the 2020 Census. SIS Week will lead up to the 2020 Census—a once-a-decade count beginning in mid-March that will have a major impact on the future, not only of your school, but also of the students and community you serve.

**Why should I participate in SIS Week?**

- **Federal funding for schools.** The decennial census affects the federal funding that schools receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more. It also affects billions in funding for other community services.
- **Community impact.** The census has a major impact on your school and your community. This is your chance, as an education leader and a trusted voice in your community, to shape the future of your students and their families.

**How can I participate?**

Take these three easy steps:

- **Go to the SIS website** at [census.gov/schools](https://www.census.gov/schools) to explore the materials and resources for SIS Week. Then sign up for the SIS newsletter to receive updates on ways your school can participate.
- **Share the SIS Week educator roadmap** with your teachers so they can learn about the daily activities and resources.
- **Distribute the SIS take-home flyer** to every student in your school on the final day of SIS Week, March 6. This flyer, available in English and 12 additional languages, explains to adults the importance of the 2020 Census and how to count every child in their home. Download the SIS take-home flyer at [census.gov/schools/getinvolved](https://www.census.gov/schools/getinvolved).

**What is SIS?**

Statistics in Schools is a Census Bureau program that uses census statistics to create valuable and engaging classroom materials for grades pre-K through 12. Visit [census.gov/schools](https://www.census.gov/schools) for more information.

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# SIS Take-Home Flyer

We are asking educators to give our SIS take-home flyer to every student in their class. This flyer, available in English and 12 additional languages, explains to adults the importance of the 2020 Census and how to count every child in their home.

Find this resource [here](#) and in the file accompanying this toolkit.

## They grow up so fast. Now's your chance to shape their future.



**A kindergartener counted in the 2020 Census this spring will be starting high school when the next census comes around in 2030: That's 10 years of school supplies, teachers, school lunches, and so much more. This is your opportunity to help ensure they have a bright future.**

Right now, students across the country are getting an introduction to the 2020 Census through the Statistics in Schools program. This program offers free activities and resources to schools to help prepare their students for an increasingly data-driven world.

Students are learning that the 2020 Census is a count of every person who lives in the United States and its territories. Responding to the census helps your community get its fair share of funding. Census data guides how more than \$675 billion in federal funding is distributed to states and communities each year for schools, health care facilities, roads, transportation, recreation centers, social services, and more.

**You have the power to shape your future, and the future of all children, by counting everyone in your home in the 2020 Census.**

Learn more about how you can shape your future at [2020CENSUS.GOV](https://2020CENSUS.GOV).

Get more information about the Statistics in Schools program at [CENSUS.GOV/SCHOOLS](https://CENSUS.GOV/SCHOOLS).

**Students are also learning these key things about the 2020 Census—and we want you to know them too:**

- Starting in March 2020, everyone living in your home needs to be counted. That includes children and newborn babies, citizens and noncitizens, relatives and nonrelatives, and even those staying with you temporarily.
- It's easier than ever to respond to the census. You can respond in 13 different languages, and you can complete it online, by phone, or by mail.
- Your responses to the census are safe and secure. The law requires the U.S. Census Bureau to keep your information confidential, and your responses cannot be used against you in any way.



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# SIS Week Partner Talking Points

**We encourage you, as a key partner, to use these talking points to motivate educators and school systems to get involved in Statistics in Schools Week: Everyone Counts!**

- During the week of March 2-6, you can join classrooms across the country in shaping the future for your students and school. By participating in SIS Week, you can educate your students and the adults they live with on the importance of the 2020 Census.
- By participating in SIS Week, you'll be supporting efforts to make sure EVERY child is counted in the 2020 Census. The count will impact the federal funds that schools receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more. Can we count you in?
- Results of the 2020 Census will impact the allocation of federal funds for community services that influence students' readiness for learning, like maternal and child health programs, and housing, heating, and food assistance.
- SIS Week activities will be fun and educational for students, and are tied to daily themes that underscore the importance of the census.
- It will be easy for teachers to participate in SIS Week. Materials for the week were released in February on the SIS website, [census.gov/schools](https://census.gov/schools). Educators and other stakeholders can sign up for the SIS newsletter to get updates as new materials to support SIS Week are launched.
- This is an opportunity for educators to give their students an important homework assignment. On Friday, March 6, educators can give all of their students an SIS take-home flyer so the adults in their home can learn about the importance of responding to the census and counting every child who lives with them. This flyer is available in English and 12 other languages and can be found on the SIS website.
- SIS Week is a U.S. Census Bureau initiative. The SIS program provides free classroom materials for use in pre-K through 12th grade. These activities and other resources incorporate census data to boost students' statistical literacy and enhance learning in many subjects.
- For more information on SIS, visit the SIS website at [census.gov/schools](https://census.gov/schools).



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# SIS Week Partner Newsletter or Email Blurb

You can include the blurb below in any newsletters or emails you send out in February. **Find this resource in the file accompanying this toolkit.**



*Option 1 (full version; preferred)*

## **SIS Week: Everyone Counts! Make a difference for your students and community.**

Join the movement to make sure every child is counted in the 2020 Census by taking part in SIS Week: Everyone Counts! The U.S. Census Bureau's Statistics in Schools (SIS) program is sponsoring this weeklong series of fun classroom activities from March 2-6 to educate students and the adults in their home about the importance of the once-a-decade count.

Most important, we are asking educators to give our SIS take-home flyer to every student in their classes on March 6, the final day of SIS Week. This flyer, available in English and 12 other languages, explains to adults why they need to count every child in their home for the 2020 Census.

Download the SIS take-home flyer:

[census.gov/programs-surveys/sis/2020census/get-involved/take-home-flyer.html](https://census.gov/programs-surveys/sis/2020census/get-involved/take-home-flyer.html).

Mark your calendars and visit [census.gov/schools](https://census.gov/schools) for more information in the coming weeks.

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*Option 2 (abbreviated version)*

## **SIS Week: Everyone Counts! Make a difference for your students and community.**

Join the movement to make sure every child is counted in the 2020 Census by taking part in SIS Week: Everyone Counts! The U.S. Census Bureau's Statistics in Schools (SIS) program is sponsoring this weeklong series of fun classroom activities from March 2-6 to educate students and the adults in their home about the importance of the once-a-decade count.

Most important, we are asking educators to give our SIS take-home flyer to every student in their classes on March 6.

Visit [census.gov/schools](https://census.gov/schools) for more information in the coming weeks.



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# SIS Week Graphic

Use the SIS Week: Everyone Counts! graphic element below on flyers, newsletters, presentations, and social media. Use the graphic only on a clean, white background, leaving at least 0.5 inches of white space all around. The height of the graphic should be at least 1.5 inches to make sure the words are legible. Do not change the color of any element in the graphic or add new words or images to it. If you need to resize it, be sure to do so proportionally to avoid distorting any part of it.

**Find this resource in the file accompanying this toolkit.**





# Sample Social Media Posts

Use the sample social media posts below on your own channels. There are posts for Twitter, Facebook, LinkedIn, and Instagram.

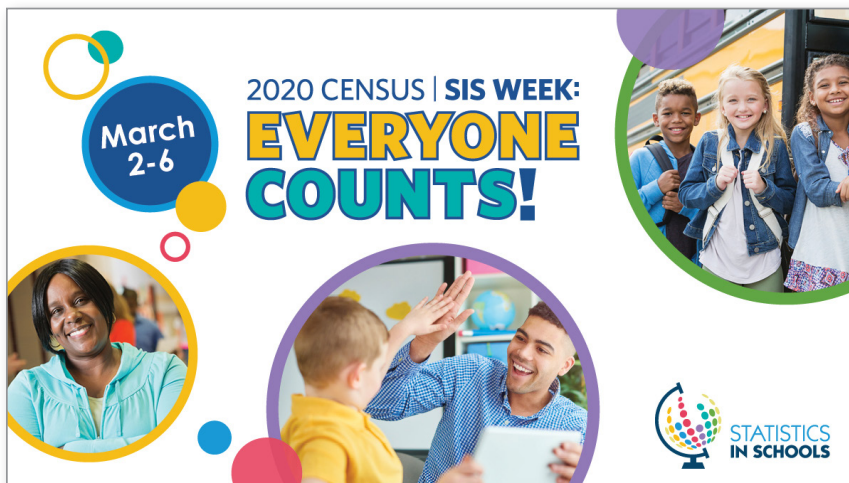
**Find the social media images in the file accompanying this toolkit.**

## Twitter



### Post 1

Join the movement to get every student counted in the #2020Census! #StatsinSchools Week will educate teachers and students about the importance of the census. See how you can participate at [census.gov/schools](https://census.gov/schools).



### Post 2

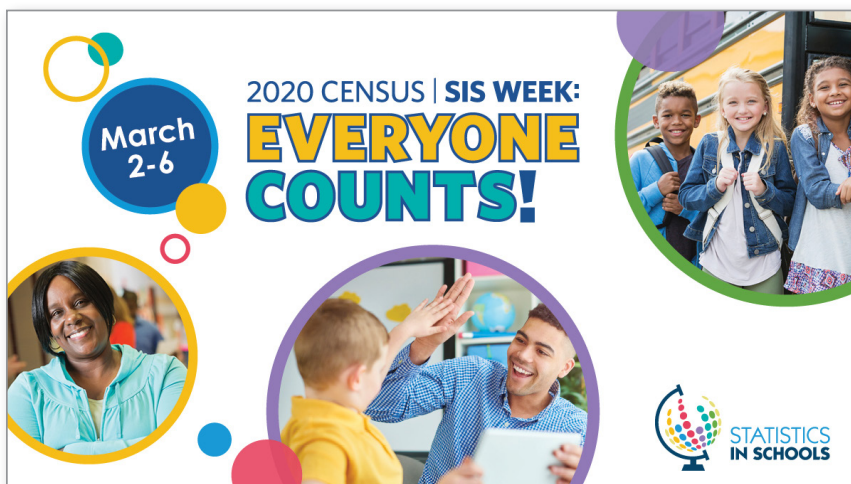
#StatsinSchools Week is March 2-6! Educators can use free, downloadable activities for the five daily themes related to the #2020Census. Find out more at [census.gov/schools](https://census.gov/schools).

## Facebook



### Post 1

By participating in Statistics in Schools Week: Everyone Counts! you'll be supporting efforts to make sure EVERY child is counted in the 2020 Census. The count impacts the allocation of federal funds that schools receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more. Can we count you in? Find out more at [census.gov/schools](https://census.gov/schools).



### Post 2

From March 2-6, join classrooms across the country in shaping the future for your students and school. By participating in Statistics in Schools Week: Everyone Counts! you can educate your students and the adults they live with on the importance of the 2020 Census. Find out more at [census.gov/schools](https://census.gov/schools).



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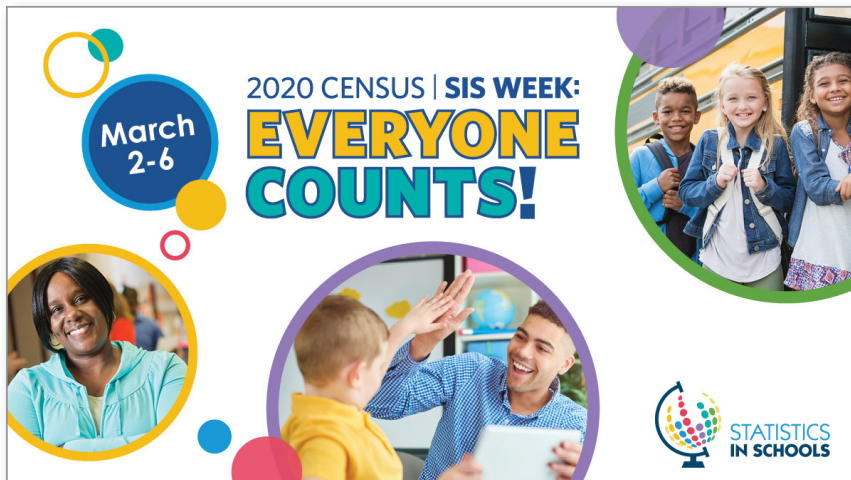
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## LinkedIn



### Post 1

From March 2-6, join classrooms across the country in shaping the future for your students and school. By participating in Statistics in Schools Week: Everyone Counts! you can educate your students and the adults they live with on the importance of the 2020 Census. Find out more at [census.gov/schools](https://census.gov/schools).



### Post 2

Inspire the educators in your life to get involved in Statistics in Schools Week March 2-6! Support efforts to make sure every child is counted in the 2020 Census. Find out more at [census.gov/schools](https://census.gov/schools).

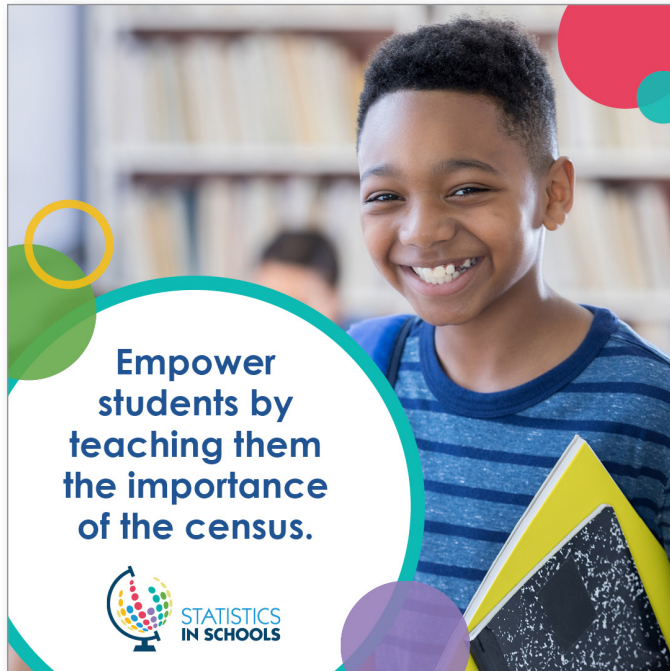


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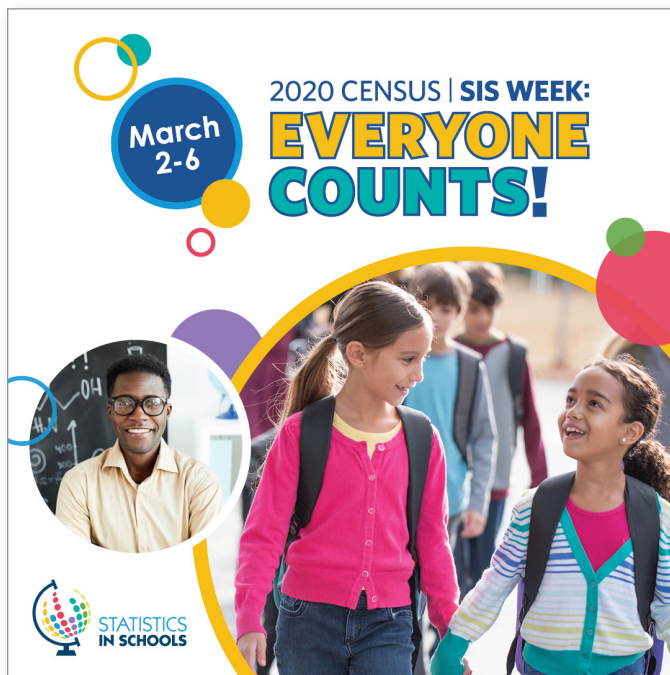


## Instagram



### Post 1

Join the movement to get every student counted in the #2020Census! #StatsinSchools Week will educate teachers and students about the importance of the census. Visit [census.gov/schools](https://census.gov/schools) to see how you can get involved.



### Post 2

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# SIS Public Service Announcement

This public service announcement describes how new Statistics in Schools activities can help students understand the 2020 Census.

You can find the PSA [here](#) and share it with your audience.



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## Thank you for supporting SIS Week!

Thank you for your support of SIS Week: Everyone Counts! With your help, we can include every student in the 2020 Census! If you have any questions about this toolkit or about SIS Week, please contact us at [statsinschools@census.gov](mailto:statsinschools@census.gov).



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