



Guidelines for Partners

Supporting Self-Response in the 2020 Census

People can respond from anywhere, anytime—online, by phone, or by mail. New opportunities for partners make helping people to respond easier than ever!

Partnership is a key component to a complete and accurate count for the 2020 Census, and the U.S. Census Bureau is excited to already have thousands of partners working to help.

Take a look at the guidelines on the back of this fact sheet. They will help ensure partners are able to assist in the right ways.

[2020CENSUS.GOV](https://2020census.gov)

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SUPPORTING SELF-RESPONSE IS WELCOME

Partners can support the Census Bureau by:

- Helping people understand that responding to the 2020 Census is important and safe.
- Encouraging response to the mailed or hand-delivered materials from the Census Bureau.
- Assisting people who are disabled. For example, helping a person who is visually impaired dial the appropriate phone number to respond to the questionnaire.
- Providing language assistance to non-English speaking households. For example, assisting a non-English speaking individual find the appropriate language page online to respond to the questionnaire.
- Providing links to [2020census.gov](https://www.census.gov), where people can easily respond.
- Encouraging people to call the 2020 Census phone line to respond in English or any of the other 12 languages available for self-response.
- Providing access to computers and tablets for on-the-spot access to the 2020 Census website at places like conferences, public events, community centers, health care facilities, places of worship, and shopping areas.

It is important to remember:

- Partners should not attempt to collect 2020 Census data through websites or apps, over the phone, or in person.
- Partners should not go door-to-door to promote the census or collect information.
- Partners should not encourage anyone to respond to the census on behalf of a household in which they do not live.

SUPPORTING SELF-RESPONSE MUST BE DONE RIGHT

No one other than Census Bureau employees, not even officials from tribal, state, or municipal governments, should go door-to-door to collect information for the 2020 Census. This could cause confusion for households that have already responded and households who have not yet responded and must be interviewed by census takers. This can also discourage response by elevating concerns of a potential scam, intrusion, or other unlawful activity. A key component of our communications effort is to raise awareness of how to identify an official census taker.

Only data collected by census takers employed by the Census Bureau are protected under Title 13, U.S. Code. Census Bureau employees take an oath to ensure that respondent information is used for statistical purposes only and not for any other reason. Census Bureau employees cannot share information with anyone else, including law enforcement—not the FBI, ICE, or even local police.