

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

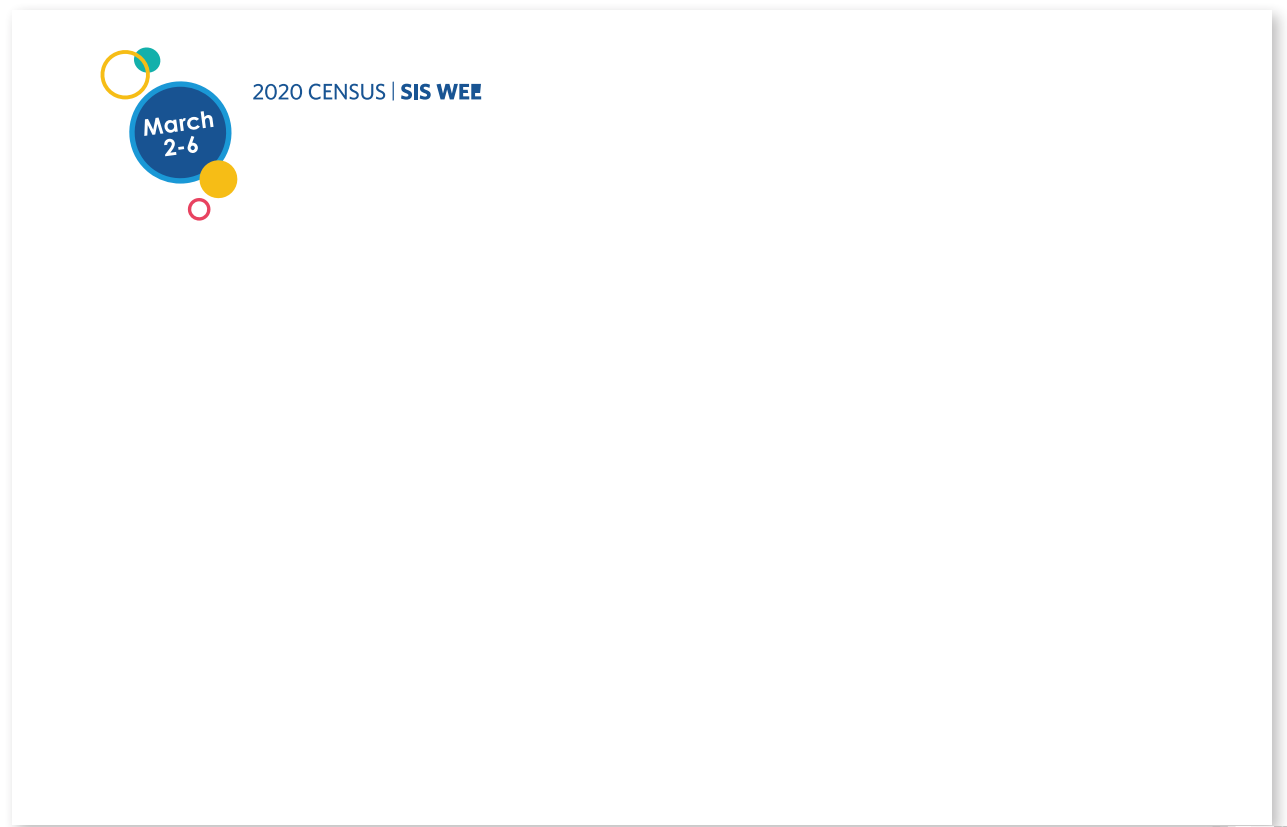
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SIS Week Educator Roadmap

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 and in the file accompanying this toolkit.



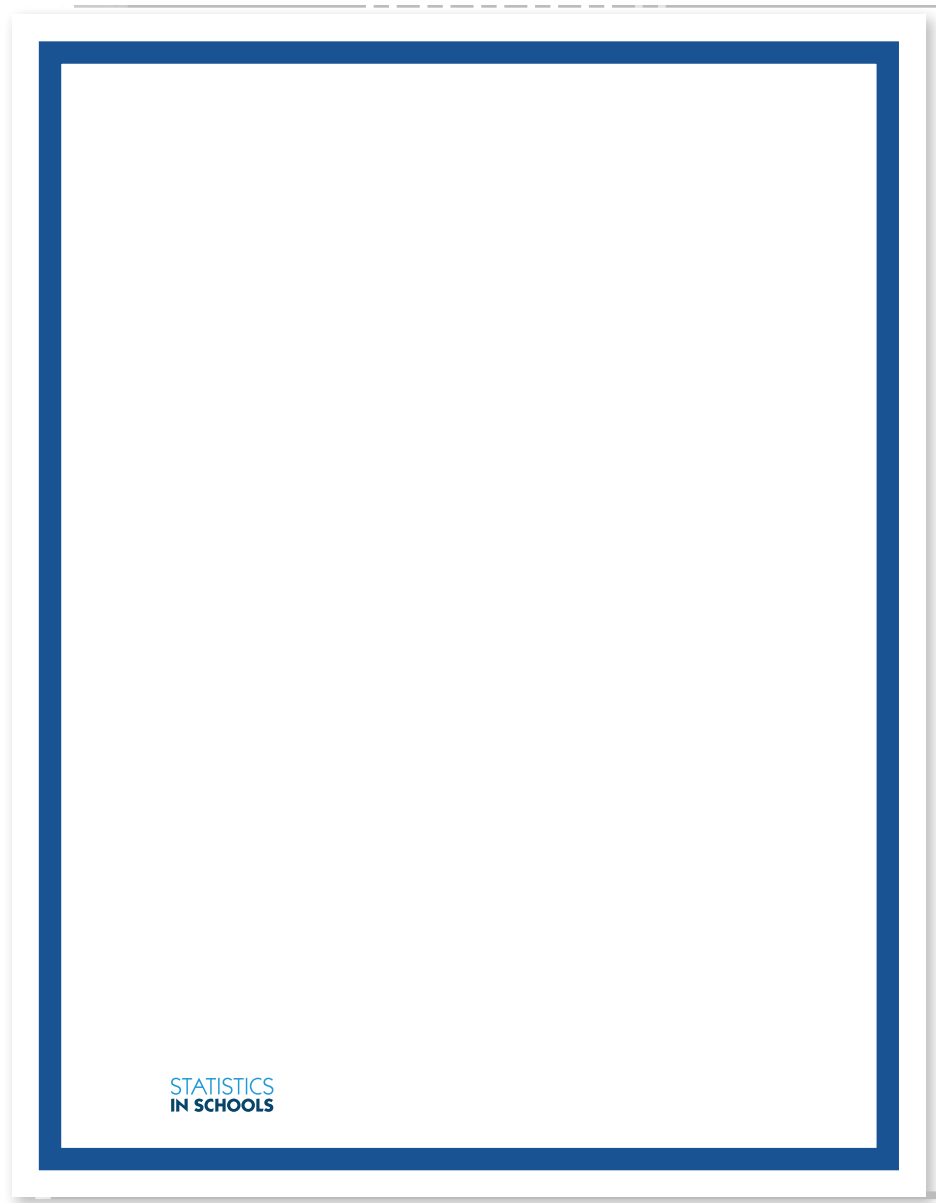
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SIS Week Principal Flyer

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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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.

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

information confidential, and your

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

2020CENSUS.GOV

CENSUS.GOV/SCHOOLS

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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. 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.

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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://www.census.gov/programs-surveys/sis/2020census/get-involved/take-home-flyer.html).

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

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://www.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,OT1 BDC BT10.5 O O 10.5 2 650.202 Tm

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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 2

#StatsinSchools Week is March 2-6! Educators can

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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,

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.

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LinkedIn

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

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Instagram



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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

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