

Nonprofits Can Support Survey Collections

Key Takeaways

1. Start early. Throughout the decade, the American Community Survey (ACS) needs support, and raising the response rate of the ACS complements efforts to raise the response rate of the 2030 Census.
2. The partnerships created for the 2020 Census should be maintained throughout the decade to better position the state for renewed efforts as the 2030 Census approaches.
3. Nonprofits can connect with other groups from across their town, state, region, or country to learn strategies and combine efforts for attaining a better Census count.
4. To promote greater participation in population surveys, nonprofits can leverage stakeholders—such as churches or schools—that are already connected to hard-to-count communities. By leveraging established relationships, individuals are more likely to trust the message.
5. Milestones such as the release of the Census Barriers, Attitudes, and Motivators report (2026) and the execution of the Local Update of Census Addresses (2027) will influence how communities should prepare for the 2030 Census.

Want to Learn More?

For an **overview of how the Census affects nonprofits**, read: “[United States Census 2020](#),” (5 minutes)

For a **deeper understanding** of how the Census affects nonprofits, read: “[Statement of Tim Delany on behalf of the National Council of Nonprofits for Hearing on Progress Report on the 2020 Census](#),” (35 minutes)

To learn **how nonprofits can use the American Community Survey (ACS)**, watch: “[American Community Survey Data for Nonprofits](#)” (37 minutes)
