



2020 Census Letter of Agreement

The Federal Government has stressed the critical importance for communities with the 2020 Census by emphasizing; ***“The 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade.”*** DistrictWON has partnered with the 2020 Census [TO ENSURE SCHOOLS GET THE COMPLETE FUNDING THEY NEED through complete participation in the census process in their communities.](#)

Through DistrictWON, 2020 Census is asking that you help educate your immediate community via social media.

What your high school will receive for this partnership:

- DistrictWON will provide **\$500** to your high school. (\$500 payable on compliance verification and client payment to DistrictWON).

What my high school needs to do to fulfill the partnership:

Spring 2020:

Social Media Posts: School will share a minimum three (3) posts during the month of April distributed through the school’s primary social media account. It is suggested that the posts be scheduled for their delivery (EX – Each Monday for 3 weeks) based on the times you think will be most effective. Content of posts to be provided by DistrictWON/2020 Census. An example *hashtag* would be: #(School or mascot name here)_2020Census

Proof of Performance: All school needs to do is post the three messages during the month of April. DistrictWON will track the hashtags and, upon the posting of the sharing of the third piece of social media content, school will be paid.

Sample Post:

 **Cleveland Metropolitan School District**
@CLEMetroSchools Following

Educators strive to do their part to create a brighter future for children. One way to do that is to support efforts to make sure every child is counted in the [#CLE_2020Census](#).
Shape Your School's Future. Start Here: census.gov/schools.



6:59 AM · March 25, 2020

15 Retweets 210 Likes

Compliance:

School will provide the contact information of person responsible for the social media posts (so as not to bother the AD or coaches!). In addition, school will provide the “delivery data” on the posts to enable DistrictWON to analyze the number of people that received the message, number of “likes,” “shares,” etc.