



Template: Language for Business Membership Organization Email or Newsletter

The language below is designed to help a business membership organization (e.g. chamber, business roundtable) include language about the 2020 Census in an email, newsletter or other communication to members. Feel free to modify, as needed.

Do you have questions or want help developing language for your community, contact Jeff Connor-Naylor at jnaylor@readynation.org.

Potential Email Subject/Title: Contribute to a Strong Economy, Support the 2020 Census

Draft Language:

We wouldn't want an airline pilot to fly without their glasses, and we wouldn't want our companies to make strategic decisions without accurate information. Every 10 years, the United States counts all residents living in the country, and the information the count produces is critical for our data-driven economy. It is a key ingredient in market and economic analyses, and it is also used to determine the allocation of more than \$1.4 trillion in federal resources for key services like education, roads, health care, police and much more. Census data is used in so many ways that it is difficult to quantify the full scope of its economic impact.

You probably already know that the next nationwide count is in 2020. Companies can help ensure its accuracy by encouraging employees and customers to participate, especially those who have been difficult to reach in previous counts. These include communities of color, low-wage households, young adults, children under the age of five, immigrants, senior citizens, and rural households. Educating and encouraging these groups to respond early (in March and April 2020) is important and will help the Census Bureau focus its limited resources on those who are especially hard-to-reach.

Now that the 2020 Census is right around the corner, there are a range of available resources and materials to help companies participate. More support will be coming, so check back with these websites regularly:

- [US Census Bureau: flyers, posters, fact sheets and more](#)
- [US Census Bureau PSA toolkit for social media, television, and radio](#)
- [US Census Bureau Fall 2019 Social Media Guide](#)
- [Privately developed materials](#) (e.g. flyers, posters, social media graphics and more) for a range of demographic groups
- [Business for the 2020 Census](#) (National Partner of US Census Bureau): Census materials specifically designed to help businesses