



Templates: Language to Engage Employees

The 2020 Census starts in most parts of the country on March 12 when the Census Bureau mails census information to all households. Companies can help achieve a strong count by encouraging employees to complete their census questionnaires early. Any employee engagement activities can begin mid-March, and due to extensions as a result of COVID-19, the final day to complete a census form is now October 31. By mid-August, however, Census Bureau staff will begin going door-to-door to collect information in-person for those who have not self-responded, so completing the form before this time is important.

The templates below are designed to be used in employee emails, newsletters, websites or other communications. Feel free to modify, as needed. Find more materials at strongnation.org/census or 2020census.gov.

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

Template #1

Potential Subject/Title: Participate in the 2020 Census to Help Your Community for a Decade

This year's 2020 Census will be critical to building healthy, thriving communities across the country for the next decade. If you have already completed the short questionnaire, thank you and please encourage your family and friends to do the same. It only takes a few minutes. [Learn more and complete your questionnaire at 2020Census.gov](https://2020Census.gov).

- **Billions in public funding are allocated across the country using census information for important services like schools, police, fire, healthcare, roads and much more.** An undercount in your community may result in fewer resources over the next 10 years.
- **[It is safe and private](#).** In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time.
- **It only asks for [basic information](#) (e.g., age, sex, race, type of housing, etc.) for [all people](#) living in your household.** It does not ask for sensitive information like social security numbers, immigration status or bank account information.
- **You can complete the questionnaire [online, by mail or over the phone](#).**

[COMPLETE YOUR 2020 CENSUS QUESTIONNAIRE](https://2020Census.gov)

Template #2

Potential Subject/Title: Participate in the 2020 Census to Help Your Community for a Decade

The 2020 Census is here, and you can help ensure your community gets its full share of funding for schools, health care, police, fire, roads, and much more. [*Learn more and complete your questionnaire at 2020Census.gov.*](#)

- **Billions in public funding are distributed every year using census information.** An undercount would mean your community does not get its full share for a decade.
- **It only asks for [basic information](#) (e.g., age, sex, race, type of housing, etc.) for [all people](#) living in your household.** It does not ask for sensitive information like social security numbers, immigration status or bank account information.
- **[Its safe and private](#):** Federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time.
- **You can complete the questionnaire [online, by mail or over the phone](#).**

[COMPLETE YOUR 2020 CENSUS QUESTIONNAIRE](#)

Template #3

Potential Subject/Title: Have a Say in Your Community's Future, Participate in the 2020 Census

Draft Language:

I am reaching out today to urge you to participate in the 2020 Census. If you have already completed the [short questionnaire](#), thank you and please encourage your family and friends to do the same! This short activity is truly important for strengthening communities and families in the United States, and it only takes a few minutes.

In FY 2017, an estimated \$1.5 trillion in public funding was allocated across the country using census information for important services like schools, police, fire, healthcare, roads and much more.¹ However, if there is an undercount in your community, it may not get its full share of these public funds for the next 10 years.

You can complete the questionnaire [online, by mail or over the phone](#). It is [safe and private](#). In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time. The [questionnaire is short](#) and only asks for basic information (e.g., age, sex, race, type of housing, etc.) for [all people](#) living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

Thank you for your kind consideration, and learn more at 2020Census.gov.

¹ *Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, GW University Institute of Public Policy.