



# Templates: Language to Engage Employees In Light of COVID-19

Companies can contribute to a strong 2020 Census by encouraging employees to complete their census questionnaires early and to do so in the comfort of their home - online, by mail or by phone. Although planned activities are shifting due to the pandemic, census takers will eventually go door-to-door to collect information from those who have not self-responded, so completing the form now is important for limiting in-person interactions in the future.

The templates below are designed to be used in employee emails, newsletters, websites or other communications. Feel free to modify, as needed.

## 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. Given the COVID-19 pandemic and physical distancing recommendations, you can complete your census questionnaire online, by mail or by phone in the comfort of your home— without ever having to meet a census taker. It only takes a few minutes. [Learn more and complete your questionnaire at 2020Census.gov.](#)

- **Billions in public funding are allocated across the country using census information for healthcare, emergency services, schools, 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.](#)**

## 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 hospitals, emergency services, schools, roads and much more. It's never been easier to complete the census questionnaire online, by mail or by phone in the comfort of your own home – all without ever having to meet a census taker. It only takes a few minutes. [\*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.
- **It's 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](#).

### 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, which will help your community and neighbors for the next decade.** The census questionnaire can be completed online, by mail or by phone in the comfort of your own home – without ever having to meet a census taker. 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 healthcare, emergency services, schools, roads and much more.<sup>1</sup>** These are investments that will strengthen our communities and help us recover from the COVID-19 pandemic. 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](https://2020Census.gov).

*Do you have questions or want help developing language for your community, contact Jeff Connor-Naylor at [jnaylor@readynation.org](mailto:jnaylor@readynation.org).*

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