

✓ TALKING POINTS FOR EMPLOYEE GATHERING:

The talking points below provide essential information about the 2020 Census and why it is important that everyone in Idaho participates.

What is the 2020 Census?

- The U.S. Constitution calls on the federal government to conduct a basic count of all residents living in the country every 10 years. The next population count is this year (2020).
- The census 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.

The Census Helps to Improve Idaho:

- Information from the 2020 Census will help to distribute billions of dollars in federal resources. In 2017, Idaho received an estimated \$7 billionⁱ based on census information that helped pay for schools, roads, police, fire, health care and many more services. An undercount in Idaho would jeopardize our full share of these resources.

How Can Someone Complete their Questionnaire?

- For the first time, residents can complete their forms online, but doing so by phone or mailing in a paper questionnaire are still options. Go to 2020Census.gov for more information and to complete your questionnaire starting in March 2020. If you don't respond by the end of April, a census worker may visit your home.

Is it safe and private?

- Federal law prohibits the Census Bureau from sharing individual census information with any person, organization or government body, including law enforcement. All census staff take a lifetime oath to protect personal information, with up to \$250,000 in fines and/or up to 5 years of jail time for violations.

Encourage Others:

- Once you complete your questionnaire, please encourage your family and friends to do the same.

✓ SOCIAL MEDIA TO ENGAGE CUSTOMERS:

Use the language below (or create your own) to promote the census on Facebook and Twitter. Then, download a graphic (below) to include with your post. *(To download, click on the links below. Then, drag the graphics onto your desktop or right click on your mouse and select "save image as.")* The graphics are also available on strongnation.org/census.

Sample Language: Complete your #2020Census form so Idaho receives its full share of the resources that our communities rely on. Go to 2020Census.gov to get started. It's safe, secure, and confidential.

- [Link to Facebook Graphic](#)
- [Link to Twitter Graphic](#)

✓ FLYER FOR BREAKROOM, STOREFRONT, ETC:

The one-page flyer in this toolkit is meant to be posted anywhere that employees or customers can view it, such as a break room, storefront or near a cash register.

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

ReadyNation: Business. Kids. Workforce.

Business executives building a skilled workforce by promoting solutions that prepare children to succeed in education, work, and life.

Council for a Strong America is a national, bipartisan nonprofit that unites five organizations comprised of law enforcement leaders, retired admirals and generals, business executives, pastors, and prominent coaches and athletes who promote solutions that ensure our next generation of Americans will be citizen-ready.



Secure Idaho's Future Be Counted in the 2020 Census

Every year Idaho gets **Billions** in federal funding, based on census information. Your participation in the 2020 Census will help Idaho get its full share for:

- SCHOOLS
- HEALTH CARE (E.G. MEDICAID, MEDICARE)
- POLICE
- FIRE
- AND MUCH MORE

Safe

By law your information is kept safe, secure and confidential.

Easy

Respond online, by phone, or by mail.

Go to **2020Census.gov** today!