

# Sample Census 2020 Messages

Newsletters, blogs, social media, and emails are great ways to share information with your employees, group members or audience. Below are a few sample messages that you can drop into your communications to share the importance of the 2020 Census. **These messages are intended to inform the audience about the census and should be used prior to April 1, 2020.**

## General Messages/Why It Matters:

Census 2020 is unlike any of the 23 that came before it. For the first time, people will be able to respond anytime, anywhere — online from any device or by mail or phone, starting April 1. The U.S. Constitution requires this once-a-decade snapshot of how many people live in each community. A high response rate, in our region, means we'll get more Federal funds for local support.

Benton and Franklin Counties were undercounted in 2010 by nearly 30%. That means our region did not get its fair share of state and local funds for the last ten years.

The census is just 10 questions and takes an average of 10 minutes to complete. Learn more at [BFCensus2020.org](http://BFCensus2020.org) or [2020CENSUS.GOV](http://2020CENSUS.GOV).

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The 2020 Census is fast approaching. Data collected in the census will inform the distribution of more than \$675 billion in federal funds to states and communities each year for things like infrastructure, health care, and food assistance. It's important that we all respond to be sure Benton and Franklin Counties gets its fair share of federal funding. Learn more at [BFCensus2020.org](http://BFCensus2020.org) or [2020CENSUS.GOV](http://2020CENSUS.GOV).

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Census 2020 is a big deal! For every person not counted in the 2020 census, our community loses \$2,300 in Federal funds alone in each year for the next 10 years.

The state and Federal governments use census data to determine how much our community receives for public transit, job training, school lunches, special education, foster care, college student tuition support, Medicare Part B, food and housing for low-income families, and more.

Businesses use it to decide where to build or expand, which creates jobs and economic activity. Local government officials use it to ensure public safety and plan for new schools, hospital expansion and utilities.

The Census also makes sure that our region is fairly represented. The results of the census determine how many seats each state gets in the House of Representatives. It also designates the boundaries of the congressional and state legislative districts, based on population shifts. Learn more at [BFCensus2020.org](http://BFCensus2020.org) or [2020CENSUS.GOV](http://2020CENSUS.GOV).

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### **Messages On Who To Count:**

Be sure to count everyone who lives in your home on your 2020 Census form. This includes babies and young children, who are often missed in the census. Not counting newborn babies and children impacts support for programs such as children's health insurance, hospitals, child care, food assistance, schools, and early childhood development. It is important to count all the babies and children in your home, even if they aren't related to you or are only staying with you temporarily. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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### **Messages on Safety:**

Individual responses to the 2020 Census are confidential and will never be shared with other government agencies. Federal law protects all of your census responses. That means that your information will not be accessed by law enforcement, immigration enforcement agencies, the IRS, or any agency or person. It cannot be used to determine eligibility for government benefits.

The 2020 census does not ask for your social security number or citizenship. It's less about who you are (your personal specifics) and more about that you are living in our region at the time of this census count. For example, you can skip questions that make you uncomfortable—like the question on ethnicity or gender—and still be counted. Learn more or view Census questions at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by law enforcement agencies, immigration agencies or used to determine eligibility for government benefits. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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### **Message on Identifying a Scam:**

Being informed is the best way to spot a scam. Here's what you need to know:

- The Census Bureau will never ask for your Social Security number, money or anything on behalf of a political party. They won't ask for a bank or credit card account number, your mother's maiden name, or threaten you with arrest if you do not comply. If a document or person asks for any of this information, even if it looks official, don't respond!
- Census Bureau employees will never ask to come into your home. All Census Bureau employees have a badge that includes their name, photo, Department of Commerce watermark, and an expiration date. If a person refuses to show this badge, close the door.

The Census Bureau will never *initiate* contact with you through email. They may send you a follow-up email, for example, if your written census response is hard to read. Official emails and links will always have a *census.gov* domain and will be encrypted. Always look for <https://> and a lock symbol in the browser window. If you receive an email claiming to be from the Census Bureau that ends with .com, delete it. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

**Message for College Students:**

The 2020 Census will influence community funding and congressional representation. Responding to the census is your chance to impact programs like Pell Grants, health care services, food assistance, and more for the next decade. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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If you live in off-campus housing that is not owned, leased, or managed by your college or university, you can respond online, by phone, or by mail beginning in mid-March 2020. You should count yourself at your off-campus address, even if you stay somewhere else during school breaks. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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If you live in on-campus student housing or in another student housing facility that is owned, leased, or managed by your college or university, census takers will work with student housing officials to ensure that you are counted. You may be asked to complete an individual census form. Learn more at [BFCensus2020.org](https://BFCensus2020.org) or [2020CENSUS.GOV](https://2020CENSUS.GOV).

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