Nonprofit Newsletter Template

Below is a sample message for your nonprofit to include in its newsletter or other communications about the Census. Please feel free to customize the text to fit your organization’s mission and style.

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Every ten years, the United States conducts its Census with one big task in mind: to count every resident. Census day is April 1, 2020.

The Census is used to determine how federal funds are distributed to communities like ours; how we are represented in Olympia and Washington, DC; and how organizations like ours serve the community. For the first time ever, the Census Bureau will be requesting that households respond to the Census online. Mid-March, your household will be receiving a notice from the U.S. Census Bureau that contains instructions for completing the survey.

You can complete the Census online at <https://my2020census.gov/>, respond via phone by calling 844-330-2020 or wait for the paper copy to arrive in mid-late April. The code we receive in the mail saves time but is not necessary. If you do not have the code, you will simply need to answer a few questions to associate our response with your residence.

There are several key reasons to participate that benefit our community, which is why [Your Organization’s Name Here] is encouraging people to complete the 2020 Census.

First, federal funds get distributed based on the information collected by the Census. These funds go to support our local human service organizations, schools, roads, hospitals, and more. Businesses and nonprofits also use census data to decide where to target growth, create jobs, and offer services. In addition, local governments like our community use the data for planning and safety. Residents can also use the data to support our community through neighborhood projects. Lastly, policymakers use the data to set legislative districts that determine how all of us are represented in Olympia and Washington, DC.

The census offers a unique opportunity to be counted and shape our community’s future. This opportunity comes once every ten years, so make sure you plan to get counted in 2020.

To learn more about how important Census 2020 is for our community and what our community is doing to support a complete count, visit [www.spokanecensus.org](http://www.spokanecensus.org) or contact your local Census Committee Coordinator, Alex Panagotacos ([apanagotacos@innovia.org](mailto:apanagotacos@innovia.org) 509-624-2606).

[Signed]