



# Census Toolkit for Business Owners in California

## The Census Is Important for Business Growth

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The information collected by the census every 10 years from everyone living in the U.S. provides businesses with the most comprehensive, reliable, free source of data about residents in the country available. Census data informs your decisions about potential employees, customers, and markets.

Take a look at how companies use census data to enhance their business here: [census.gov/target](https://www.census.gov/target).

## How Can Your Business Help?

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Use this toolkit to promote the census from now until May and encourage your employees and customers to complete their census questionnaires early in March and April 2020.

This toolkit includes:

1. Draft language for written communication to employees
2. Talking points for a staff event or meeting
3. Links to social media graphics
4. A link to a flyer that can be posted in a break room, storefront or near a cash register

Want additional local resources for specific demographic groups? Contact your [local complete count committee](#) or visit [strongnation.org/CAcensus](https://strongnation.org/CAcensus).

## Key Dates and Action Plan for 2020

**January-February:** Use your talking points at staff meetings to draw attention to the census.

**March-April:** Invitations to complete the 2020 Census online will be mailed. This is the prime time to promote and encourage your employees and customers to complete their questionnaire.

**April 1:** National Census Day! Join the group effort by hosting a lunchtime event for your employees and promoting the census on social media.

**Don't forget to use the hashtags:**

**#2020Census**

**#BeCounted**

**#CaliforniaForAll**

## **Getting Everyone Counted = \$\$\$ for Your Customers, Employees, and Community**

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An accurate Census count helps drive our economy by helping to allocate billions of dollars in federal money. Each person counted in the 2020 Census means more money for critical services like:

- Schools
- Workforce Development
- Roads
- Public Transportation

## **Talking Points for Employee Gathering**

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The talking points below provide essential information about the 2020 Census and why it is important that everyone in California participates. Please make them your own and modify them to fit your employees.

### **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 (9 questions), takes an average of 10 minutes to complete, and only asks for basic information (e.g., age, sex, race, type of housing, etc.) from all people regularly sharing your address. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

### **The census helps to improve California**

Information from the 2020 Census will help to distribute billions of dollars in federal resources. Every year, California gets billions based on census information that helps pay for schools, roads, police, fire, health care and many more services. An undercount in California 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 [californiacensus.org](https://californiacensus.org) 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.

## Language for Employee Email or Newsletter

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The language below is designed to be copied directly into an employee email, newsletter or other communication. Feel free to modify, as needed.

**Potential Email Subject/Title:** Have a Say in California's Future, Participate in the 2020 Census

Dear [Insert name]:

I am reaching out today to encourage 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 California and it only takes a few minutes.

Each year, California receives billions in public funding for important community services like schools, police, fire, health care, roads and much more. However, if there is an undercount in California, we may not get our full share of these resources.

It is important to count everyone living with you on your census questionnaire, no matter their age or citizenship status. If they regularly share your address, they count.

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 [www.californiacensus.org](http://www.californiacensus.org).

Sincerely,

[Insert name]

[Insert signature]

## Social media

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You can share our Facebook posts and tweets or use the language below (or create your own) to promote the census on social media. Sample graphics are also available on [strongnation.org/CAcensus](https://strongnation.org/CAcensus).

### Sample language for posts in any social media platform

Platforms	Sample Language
TWITTER	Complete your #2020Census form so California receives its full share of the resources that our communities rely on. Go to <a href="https://californiacensus.org">californiacensus.org</a> to get started and #BeCounted. It's safe, secure, and confidential
FACEBOOK	When we complete the #2020Census, we are helping to create a more prosperous future for our community. Go to <a href="https://californiacensus.org">californiacensus.org</a> to get started. #CaliforniaForAll
INSTAGRAM	Let's make sure the #2020Census represents a California that is as diverse and dynamic as our community. Go to <a href="https://californiacensus.org">californiacensus.org</a> to #BeCounted today.
LINKEDIN	Grab your morning coffee, make your bed, empty the dishwasher, and help improve your community for the next decade. These are all tasks you can accomplish in about 10 minutes. Complete your #2020Census form today and #BeCounted!

## Flyer for breakroom, storefront, etc

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The one-page flyer in this toolkit can be found [here](#) and can be posted in the break room, storefront, or near the cash register for employees or customers to view.

Go to [strongnation.org/CAcensus](https://strongnation.org/CAcensus) or email Magali Flores at [mflores@readynation.org](mailto:mflores@readynation.org) to join our Census Business Network for Census Updates.

### 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 successful, productive members of society.