**2020 Census – Kansas**

**Call for the Count: June 22-28, 2020**

**Letter 1: Counting Young Children**

**Letter 2: Representation**

**Letter 3: Agriculture Aid**

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**Letters to the Editors**

Rural Outreach

**Letter 1**

**Topic**: Counting Young Children

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: School teacher/administrator

**Title**: Your Participation in the 2020 Census Is Critical for Our Children’s Future

Teaching – much like everything else – looks different these days. As a [insert job/position] at [insert school], I know. While the classroom looks different, needs remain the same.

Now more than ever, we must work together and do what we can to make sure our children have the resources they need. That is why it is so critical to count *everyone* – especially our children – in the 2020 Census.

The census determines each state’s representation in the U.S. House of Representatives and helps decision-makers in Washington, D.C., Topeka and **[insert city/town]** determine how to allocate funds for programs that serve children – including those we are proud to teach – in our community and other small towns.

Counting *everyone* in your household, including children, ensures they will be included in the 2020 Census. This is important because census statistics help determine funding for the next 10 years for new schools and programs such as special education, teacher training, rural education, Head Start and nutrition assistance. Yet young children are among the populations historically undercounted in the census.

So please be sure to count all children in your household, including babies born on or before April 1. If we do not count *everyone* our area could lose critical funding for programs, including those that support education, for the next decade.

By now you will have received information about how to fill out the 2020 Census. I encourage you to respond promptly at my2020census.gov, by calling 1-844-330-2020 or by mail. So far, [insert number] % of the households in [insert city or county] have responded, but we need to count *everyone*. Help ensure our children count and that we are taking this important step to shape their future.

[insert name], [insert role]

[insert town]

**Letter 2**

**Topic**: Representation

**Suggested Author**: Local municipal official

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Title**: Our Community Needs Your Voice

As [detail position and for how long], I often rely on our collective voice in the work I do for [insert community name]. Now I am asking for your help to be sure we are heard loud and clear.

Every 10 years, the U.S. Census Bureau counts everyone who lives in the United States. Responding to the 2020 Census gives everyone in our community the opportunity to help shape our future. The U.S. Constitution mandates the census and it is our responsibility to respond. A complete and accurate count determines our representation in Topeka and in the U.S. House of Representatives. It success depends on our full participation.

What you may not realize is the 2020 Census will help ensure we get our share of federal and state funding for programs critical to our community. This includes funding for hospitals, roads and bridges, schools and programs like Head Start, free- or reduced-priced school lunches, and services specifically aimed at rural areas. This is more important than ever as we continue to work through the COVID-19 pandemic.

So far, [insert number]% of the households in [insert city or county] have responded to the 2020 Census but we need to count *everyone*. You can fill out the census online at my2020census.gov, by calling 1-844-330-2020 or by mail.

I urge everyone to respond to the 2020 Census. Be sure to remind your neighbors and friends to respond, too. Everyone’s response – and voice – matters!

[insert name], [insert role]

[insert town]

**Letter 3**

**Topic**: Agriculture Aid

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: Farmer/Community Member

**Title**: An Accurate 2020 Census Is Important for Farmers and Our Communities

Every 10 years, the census becomes an important topic in [insert community] but the COVID-19 pandemic reminds us more than ever how important it is to participate in this once-a-decade population count.

The census is a true reflection of our population, where we live and how we work. It influences funding for programs that help support our communities and affect our livelihood.

So far, [insert number] % of the households in [insert city or county] have responded to the 2020 Census but we need to count *everyone*. Census statistics help determine the allocation of funding for public services. An accurate count in the 2020 Census will help ensure means our community gets the funding it needs for services and programs for the next 10 years such as emergency response, hospitals, schools, nutrition assistance, housing, agricultural extension programs and experiment stations and rural infrastructure. This does not even include all the programs that help low-income people pay for healthcare, put food on the table or keep a roof over their heads.

So, when you see your 2020 Census notice or see an ad on TV, do yourself and our community a favor by responding. By responding and sharing the importance of the census with friends and neighbors, you will help shape your future and the future of [insert community] .

[insert name], [insert role]

[insert town]

**Letter 4**

**Topic**: Use for Business

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: Local business leader

**Title:** [Insert community] and Our Businesses Rely on an Accurate 2020 Census

The 2020 Census is here! Business owners will soon be getting a treasure trove of information that will help them make decisions that affect our work, employees and local customers.

Did you know many local businesses, big and small, rely on census statistics to make important business decisions? By responding to the 2020 Census, you are providing valuable information for business owners in areas like ours, where many businesses are family-owned. This information is critical and your response matters.

So far, [insert number] % of the households in [insert city or county] have responded to the 2020 Census but we need to count *everyone*. Your responses are entirely confidential, and used only to create the statistical data products that inform decision making in the government and the private sector. This statistical information will help us decide what services our community may need, what products we should sell, and where we should move or expand our businesses.

Countless business leaders will be looking at statistics from the 2020 Census to guide their business plans for years to come. Help us be better employers and neighbors by responding as soon as you can online at my2020census.gov, by calling 1-844-330-2020 or by mail.

Please respond to the 2020 Census – and help businesses in our area today and in the future!

[insert name], [insert role/business]

[insert town]

**Letter 5**

**Topic**: Being a Good Neighbor/Congregant

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: Faith leader

**Title**: Help Your Neighbor: Respond to the 2020 Census

Those of you familiar with my [weekly sermons/homilies/Derasha/etc. or community work/advocacy, or other relevant area of work] know I often talk about helping others, including friends, family, neighbors and strangers. While I have addressed this [from the pulpit/bimah/minbar/etc. or at community events, or other relevant occasion or location], I want to remind you one way we can help each other is by responding to the 2020 Census.

Our responses to the 2020 Census will have a big impact on all our lives. Responding to the census is more than just a civic duty that helps determine our political voice in the U.S. House of Representatives and in Topeka. Statistics based on the 2020 Census also help local, state and federal officials decide how to spend billions of dollars for the next 10 years on programs, resources and services important to all of us. Our entire community’s participation will affect funding for our first responders, teachers and healthcare providers. It can help feed hungry children, provide homes for our low-income families, and fix crumbling infrastructure.

So far, [insert number]% of the households in [insert city or county] have responded but we need to count *everyone*. Please respond to the 2020 Census online at my2020census.gov, by calling -844-330-2020 or by mail.

Please remind your friends and neighbors to complete the census, too. Your response matters – to all of us!

[insert name], [insert role]

[insert town]

**Letter 6**

**Topic**: Counting Veterans/Civic Duty

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: Veteran

**Title**: Respond to the 2020 Census: It is Our Patriotic Duty

Long after our service has ended, most veterans like me continue to feel a sense of patriotic duty to our country. That is why I feel it is our duty to complete the 2020 Census.

Every 10 years, the U.S. Census Bureau counts everyone who lives in the United States. Responding to the 2020 Census gives everyone the opportunity to help shape our future and fulfill our patriotic duty. The U.S. Constitution mandates the census. It is our responsibility to respond. Census results help determine how many seats our state gets in the U.S. House of Representatives.

As a military member or veteran, you need to make sure you and your family count. It’s easy to respond at my2020census.gov, by calling 1-8440330-2020 or by mail.

So far, [insert number] % of the households in [insert city or county] have responded to the 2020 Census but we need to count e*veryone*. Did you know local, state and federal leaders use census statistics to help decide how to fund public services and programs like emergency response schools, hospitals, roads and bridges across the nation?

To help ensure [insert community] gets the representation and funding for local programs we need, please complete the 2020 Census online at 2020census.gov, by phone or by mail now. If you live in a remote area and use a post office box, a census taker will drop off a questionnaire at your home soon.

Our community is counting on us, as it has before. Responding to the 2020 Census is one more way we can help our fellow Americans and do our duty.

[insert name], [insert role]

[insert town]

**Letter 7**

**Topic**: Health Care Services

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: Health care provider

**Title**: A Healthy Community Relies on the 2020 Census

COVID-19 has shown that a healthy health care system is critical to the future of our community.

Whether in response to a national pandemic, a routine check-up, a local hospital visit or the availability of Medicaid and Medicare, health care services are important for our community’s well-being. Many health care services rely on population statistics collected by the census. That is among the many reasons your response to the 2020 Census is so important. By responding, you help lawmakers decide how to fund health care and other programs, including hospitals and health clinics, medical research and health insurance for children.

So far, [insert number] % of the households in [insert city or county] have responded to the 2020 Census but we need to count *everyone*. Your response to the 2020 Census is also important for hospitals, health clinics and other healthcare providers. Census statistics help providers apply for important grants.

I encourage you to respond promptly online at my2020census.gov, by calling 1-844-330-2020 or by mail. Please respond. Your response will help protect our community’s health.

[insert name], [insert role]

[insert town]

**Letter 8**

**Topic**: Emergency Services

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Suggested Author**: First responder/representative (union leader or chief)

**Title**: The 2020 Census Is Important for [insert emergency service type]

The men and women of [insert community]’s [insert emergency service] respond within minutes to emergencies – some of which are a matter of life and death. We know this now more than ever.

Do you know census statistics play an important role in our work and communities?

So far, [insert number] % of the households in [insert city or county] have responded to the 2020 Census but we need to count *everyone*. Your response to the 2020 Census is important for first responders like firefighters, emergency medical technicians, and law enforcement, as well for the people we serve. Your responses help us decide where to expand services and how to best plan for major emergencies like natural disasters, and help us secure new equipment and resources. In rural and other areas with resources stretched thin, this funding can help us literally go the extra mile.

Please respond to the census promptly online at my2020census.gov, by calling 1-844-330-2020 or by mail. Your response will help ensure our community is properly counted and help first responders like [insert community]’s [insert emergency service] better serve our community.

[insert name], [insert role]

[insert town]

**Letter 9**

**Topic**: Update Leave

**Suggested Author**: Any partner

**Resources:** [2020 Census Community Benefits Toolkit](https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020_Census_Community_Benefits_Toolkit.pdf)

**Title**: How Our Community Will Be Counted in the 2020 Census

The 2020 Census is underway! Most households across the country received an invitation to respond to in the mail and census takers by now have dropped off invitations and paper questionnaires at many homes in our community.

This occurs more often in communities like ours because not everyone receives mail at their home. You can respond by completing and mailing back the paper questionnaire or you can use the Census ID from the invitation to respond online at my2020census.gov or by calling 1-844-330-2020.

So far, [insert number] % of households in [insert city or county] have responded but we need to count *everyone.* Your prompt reply is important to our community. Census statistics help lawmakers decide how to fund important public programs, including several that are important to our area like Rural Rental Assistance Payments, Rural Education, Rural Business Enterprise Grants, and aid for farms, hospitals and roads.

When you receive your 2020 Census invitation, please respond as soon as you can to help shape your future and the future of our community!

[insert name], [insert role]

[insert town]