

**CALL FOR THE COUNT: 2020 Census Challenge: Call 5 Call Tree*:*Friends Don’t Let Friends Go Uncounted**

“Trusted voices” make a huge difference where the 2020 Census is concerned. Encouragement to respond to the 2020 Census has far greater impact when coming from a trusted friend, neighbor or family member. We need EVERYONE’S help for Kansas to surpass our 2010 Self Response Rate of 70%. *Our goal is to get to 70% by the end of June! Our ULTIMATE goal is to have 100% of Kansans respond! With YOUR help, we will do it!*

During “Call for the Count” week, partners are asked to identify five people to call, text, or message on social media to remind them of the importance of completing the 2020 Census.

The caller should *then* challenge the recipient to do the same for people in their circles—reaching 5 more people—or even better---sharing with their entire network! Imagine how this multiplier could impact high response for our elderly, rural residents, for families with young children, young mobile adults and otherwise hard-to-count populations!

Sample scripts are included! Long Version Script is available in a separate file!

THANK YOU for your commitment to ensuring we count EVERYONE!

**Sample phone script (short version):** "*Hello! I’m calling to make sure you/your family is included in something extremely important that is happening right now, the 2020 Census. The goal of the Census is to count everyone living in our community. Our political representation and federal funding is distributed based on these counts which impact the future of our communities and our families thru 2030. This is our chance to get it right for the coming 10 years. Will you help?”*

*“You can choose how you respond – online, by phone, or by mail. Visit my2020census.gov or call****1-844-330-2020 (Spanish: 1-844-468-2020)****to ask questions or respond over the phone. I just finished mine and it was easy, simple and safe—your response is completely confidential. Help us to make history and get this done today!*

*“I challenge you to call five more people with the same message. Be sure to let them know responding to the 2020 Census is safe, easy and important.”*

**Sample text message:** *Have you completed your 2020 Census? Don’t be left out! It’s all about representation and getting federal funds for our community. It’s safe, easy and important. Remind your friends and families, too. #CallForTheCount #KansasCounts #2020Census*

**Social Media graphics are available!**

Look on Facebook and Instagram for 2020 Census Frames and graphics! A Twitter banner graphic and one suitable for profile pic are below!



