Hello (Local Complete Count Committee Leaders; Community Leaders; Census Activists):

Many things have been changing of late in our communities but some exceedingly important efforts must also continue during these times. The 2020 Census is a prime example.

In recent weeks, census self-response rates across Kansas have slowed. Certain geographic areas and census tracts have been slow to self respond due to both suspended field operations and having significant hard-to-count populations. Only a handful of Kansas’ 105 counties have attained 2010 self-response levels. Our state has yet to crest our statewide self-response rate of 70% as achieved in the 2010 Census.

To renew enthusiasm among Kansas communities, we’re planning a collaborative statewide push to engage Kansans in a “**Call for the Count”** week intended to elevate awareness, help assure Kansas includes EVERYONE and surpass our 2010 self response rate of 70%--our first step in getting to a 100% count of ALL Kansans!

“Call for the Count” is very basic and built on the notion of a phone tree. And it’s easily done from the comfort of your home. This can be a call, a text, an email, or outreach via your favorite social media platforms!

How does it work? – Ask at least five co-workers, friends, neighbors or family members to fill out their Census form. And then ask those who agree to call five of their friends and family members. And so on. The concept is in keeping with the idea trusted voices will be the ones to convince others — especially those hard-to reach -- to fill out the Census.

I’ve included everything needed for volunteers to get started making calls:

1. A basic call script with information about what needs to be done to easily fill out the Census.
2. FAQ’s on responding, safety and why it’s so important to a community’s residents and families.
3. A Fact sheet on Why We Ask each question.
4. Spanish language resources.

**What’s next?** We’d like you to help make calls as well as share this request with your contact lists! Please use this email and the associated resources to share with your network. **(Spanish version available for the asking.)** The more “trusted voices” helping “Call for the Count” the more successful the project.

Let us know you’re “in.” And as always, we welcome any questions or suggestions.

I’ll look forward to hearing back from you.