

## 2020 Census Suggested Messaging for the Business Community

To use in newsletters, on your website and in social media:

- 1) The U.S. Constitution mandates a count of all residents every ten years. The census provides detailed data about the characteristics of the population that no other organization produces, and its breadth and accuracy help fuel a strong economy and workforce. Employers rely on census data detailing the education levels of workers, household incomes, spending patterns and infrastructure to make important business decisions. Learn more about the U. S. Census taking place on April 1 at [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) and search for “census”.
- 2) For most companies, data from the census serves as the foundation for data-driven business decision making. It provides us with crucial demographic information about customers, the workforce and the economic landscape. Companies also rely on private, commercial databases, but these require a benchmark to test their quality and accuracy. The census provides the strongest available benchmark. Learn more about the U. S. Census happening on April 1 at [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) and search for “census”.
- 3) Each year, Virginia receives roughly \$18 Billion in public funding for important community services like schools, police, fire, health care, roads and much more. However, if there is an undercount in Virginia, we may not get our full share of these resources. A strong infrastructure and community are good for business. Help strengthen our community by completing the census. Learn more about the U. S. Census happening on April 1 at [www.fairfaxcounty.gov](http://www.fairfaxcounty.gov) and search for “census”.

How can your organization help?

- Add census information to your organization’s website
- Inform your employees and clients of the upcoming 2020 Census
- Commit to leveraging organizational technology to allow community members to complete census forms in your facilities
- Use [Fairfax County’s Census communication toolkit](#) and provide census materials in your locations and at your events
- Download and print 2020 Census posters [“In Fairfax, Everyone Counts!”](#) for all your locations
- Include Census messaging in your organizational correspondence, including internal and external marketing pieces and social media
- Hashtags for social: #FFXCounts #BeCounted #Census2020