2020 Census

Suggested Messaging for Elected Officials

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

1) Census 2020 is here, have you been counted? By being counted in the 2020 Census, you can help determine funding for local school programs, healthcare, emergency services, affordable housing, roads, public transportation and much more. Learn why you should be counted at [www.fairfaxcounty.gov/topics/census](http://www.fairfaxcounty.gov/topics/census) and complete your census online now!

2) The census informs how billions of dollars are allocated every year to health clinics, senior services, education, job training, housing and hundreds of other critical services and programs that we rely on every day. You can complete the census questionnaire online, by phone or by mail. It only takes a few minutes, but the impact will be felt for years. Learn why you should be counted at [www.fairfaxcounty.gov/topics/census](http://www.fairfaxcounty.gov/topics/census) and complete your census online now!

3) The 2020 Census will determine the number of seats Virginia will have in the U.S. House of Representatives for the next decade. Think about being able to make an impact all the way to 2030. This is your chance to not only shape your future but everyone’s future as well. We need an accurate count, so please respond. Learn why you should be counted at [www.fairfaxcounty.gov/topics/census](http://www.fairfaxcounty.gov/topics/census) and complete your census online now!

4) Did you know that Northern Virginia stands to lose $12,000 each decade for every person who does not complete their 2020 Census? That’s money that could be spent on healthcare, education, transportation projects and a host of other services we all rely on. Learn why you should be counted at [www.fairfaxcounty.gov/topics/census](http://www.fairfaxcounty.gov/topics/census) and complete your census online now!

How can you help?

- Inform your employees and constituents of the upcoming 2020 Census
- Post the 2020 Census posters “In Fairfax, Everyone Counts!” in all your locations
- Hand out bilingual “Be Counted” postcards at your community events.
- Include census messaging in your correspondence, including internal and external communication and social media
- Use [Fairfax County’s Census communication toolkit](http://www.fairfaxcounty.gov/topics/census) and provide census materials in your locations and at your events
- Add census information to your website

Hashtags for social: #FFXCounts #BeCounted #Census2020