

2020 Census

Suggested Messaging for the Faith Community

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

- 1) As of 2018, 1.3 million Virginians are ages 65 and up. The growing senior population has an impact on health care providers and senior support services, including Medicaid/Medicare, Home Energy Help and meal assistance programs. The 2020 Census will be the first census taken mainly online. But access to, or familiarity with computers could be an issue. If requested, responses can also be provided by phone or on paper forms. Help strengthen our community by completing the April 1 census. Learn more about the U. S. Census at www.fairfaxcounty.gov/topics/census
- 2) Data collected during the census is confidential and is only used for the purpose of ensuring the fair allocation of federal resources. Strick federal law protects your census responses. The census will collect basic information about the people living in your household. The U. S. Census Bureau will not collect your social security number, bank or credit card account numbers, money, donations or anything on behalf of a political party. Learn why you should be counted on April 1 at www.fairfaxcounty.gov/topics/census
- 3) Part of serving our community is ensuring that we have the resources needed to thrive. Data from the census helps determine how more than \$675 billion in federal funding is distributed to states and communities each year. We all have a responsibility to participate in the census to ensure the federal dollars are allocated for our vital community services. When you get your census invitation, be sure to complete it on April 1. Learn more about the U. S. Census at www.fairfaxcounty.gov/topics/census

How can your faith community help?

- Inform your congregations of the upcoming 2020 Census
- Commit to leveraging 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
- Add census information to your faith community's website
- Include Census messaging in your agency correspondence, including internal and external communication and social media
- Hashtags for social: #FFXCounts #BeCounted #Census2020