

2020 Census

Suggested Messaging for the Non-Profit Community

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

- 1) We all count! Grandparents count, newborns count and everyone you've seen today counts. If you've lived in the country only a few weeks or for your entire life, you count. If you live alone, with family, with friends, or with people you don't know all that well, you all count. Everyone in Fairfax County counts. Everyone living in your household on April 1 needs to get counted as part of the 2020 Census. Learn why you should be counted at www.fairfaxcounty.gov/topics/census
- 2) 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. Beginning in mid-March, you can complete the questionnaire online, by mail or over the phone. It's short and only asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information. Help strengthen our community by completing the April 1 census. Learn more about the U. S. Census at www.fairfaxcounty.gov/topics/census
- 3) Data collected during the census is confidential and is only used for the purpose of ensuring the fair allocation of federal resources. Strict 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

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