MN businesses: Help your community be counted in the 2020 Census!

1. **Email your employees and customers on April 1.** Census Day is April 1 across the country and a perfect opportunity to tell people why your business supports the 2020 Census. Because the census is available online starting March 12, it is a good reminder for people to fill out their forms. Email templates can be found in our [toolkit for business leaders](#).

2. **Add a census video or banner to your website.** Videos and banner graphics specifically about the importance of the census in Minnesota can be downloaded from our online tools and resources library.

3. **Choose a designated time at work for your employees to fill out their census.** Pledge to join other Minnesota businesses in promoting April 7, 2020 as a “Census@Work” day. The census can be completed online, on paper or by phone. Learn more at [censusatwork.org](http://censusatwork.org).

4. **Promote census participation on your business’ social media accounts.** You can share directly from @MN2020Census on Facebook and Twitter and connect with others using #WeCountMN.

5. **Participate in Census Day activities in your community.** Check with your local Complete Count Committee to find out what they have planned for Census Day on April 1. [Click here to find your local committee](#).

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United States Census 2020