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 at [mn.gov/admin/2020-census/involved/how-to-help/business/](http://mn.gov/admin/2020-census/involved/how-to-help/business/).

2. **Add a census banner or census video to your website.** Videos about the importance of the census in Minnesota are available at [mn.gov/admin/2020-census/tools-resources/videos/](http://mn.gov/admin/2020-census/tools-resources/videos/). Minnesota-specific census web banners can be found at [mn.gov/admin/2020-census/involved/how-to-help/business/](http://mn.gov/admin/2020-census/involved/how-to-help/business/).

3. **Designate a time at work for employees to complete the census.** The census can be completed online, on paper or by phone. Pledge to join other Minnesota businesses in promoting April 7, 2020 as a “Census@Work” day. 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, Instagram and Twitter. Don’t forget to use the hashtag #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. Find your local committee at [mn.gov/2020census/involved/ccc/find](http://mn.gov/2020census/involved/ccc/find).