



The We Count MN Team at the Minnesota State Demographic Center is happy to share **Community Motivator** with our partners. This text messaging tool will deliver monthly census reminders to hundreds of thousands of Minnesota residents in spring and summer of 2020. Reminders will be most effective when coming from a trusted source, so we're inviting organizations to upload their contact lists into Community Motivator. This can be used to text YOUR network, with a message FROM YOU, encouraging them to answer the census.

The first text your contacts get from Community Motivator will be a message from you (we will help you write it), asking if they want to receive reminders about the census. Those who opt in will receive monthly reminders through July 2020. Each message sent after March 12 will include a link to the census website, giving recipients the opportunity to respond to the census on their mobile device. Recipients can opt out at any time – for example, after they complete their census questionnaire.

If you want to take advantage of this powerful messaging tool to encourage everyone in your network to participate in the census, it's easy to do. Just send us an Excel file or .csv file. The document should include four fields for each contact – their first name, their ten-digit phone number, their 5-digit postal code (if available), and the name of your organization.

We also need the name, phone number, and email address of the person in your organization who will review text communications before they go out.

It's that simple.

If you need more information, or want to get started, contact David Wakely at David.wakely@state.mn.us or 651-201-2506.

We will only use this information to send text messages about the census. We will not call or text your contacts for any other reason, or share your list with any other organization.