Language to engage Business Membership Organizations

The template below is designed to help a business organization (e.g. chamber of commerce, business roundtable) communicate with members about the 2020 Census in an email, newsletter, or other publication. You may use the text as is, or modify as needed.

Template

Title: Contribute to a Strong Minnesota Economy, Support the 2020 Census

Every 10 years, the United States counts all residents living in the country, and the information produced is critical for making strategic decisions in our data-driven economy. It is a key ingredient in market and economic analyses, and it is also used to determine the allocation of more than $15 billion in federal funding returned back to Minnesota’s economy for services like education, roads, health care, police, and much more. Census data is used in so many ways that it is difficult to quantify the full scope of its economic impact.

The nationwide count is happening now, and Minnesota is facing significant risk of diminished Congressional representation. This is not a forgone conclusion and companies can help ensure Minnesota gets an accurate count by encouraging employees and customers to participate, especially those who have been difficult to reach in previous counts. These include communities of color, low-income households, young adults, children under the age of five, immigrants, senior citizens, and rural households. Encouraging these groups and others to respond early (in March and April 2020) will help ensure a more accurate, complete count for Minnesota.

There are a range of available resources and materials to help businesses participate:

- Minnesota State Demographic Center toolkit for Business Leaders
  https://mn.gov/admin/2020-census/involved/how-to-help/business/
- Saint Paul Area Chamber of Commerce Census@Work initiative
  http://www.censusatwork.org/
- U.S. Census Bureau: flyers, posters, fact sheets, and more
- Minnesota State Demographic Center 2020 Census videos for social media and digital communications
  https://mn.gov/admin/2020-census/tools-resources/videos/
- Complete your 2020 Census form today at my2020census.gov.