

United States<sup>•</sup>  
**Census**  
**2020**

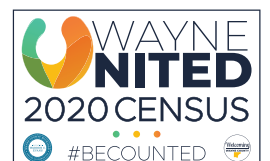
  
*DetroitRegionalChamber*

# 2020 Census Business Engagement Toolkit



**BE COUNTED**  
**MICHIGAN2020**

**MI** **VOICE**  
**COUNTS**



# Businesses Are Essential to Ensuring an Accurate 2020 Census Count

Business owners and operators can help achieve an accurate 2020 Census by encouraging their employees and customers to complete their census questionnaires early. Businesses can start promoting the census in March 2020, when households receive their census materials by mail, using the resources outlined in this toolkit and available at [detroitchamber.com/2020census](http://detroitchamber.com/2020census).

## Why is the Census Important?



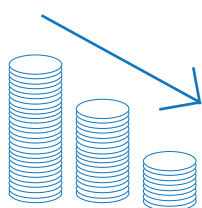
### Michigan's influence in Congress is at stake.

The census count determines the number of representatives Michigan has in Congress. Following each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



### It means \$675 billion for Michigan.

Census data determines how more than \$675 billion is spent, supporting vital community programs including road construction, Medicare, special education, free school lunches, bridge cards and WIC, and more.



### \$18,000+ over 10 years is lost for every Detroiter who is not counted.

For every Detroiter who does not fill out the census, the City of Detroit loses \$1,800 each year for the next 10 years.

The census requires counting an increasingly diverse and growing population of

**330 Million**  
people

**140 Million**  
housing units

- ✓ The U.S. Constitution mandates a count of every person in the country every 10 years.
- ✓ The count impacts every person, business, and community.
- ✓ Every single day the U.S. Census Bureau data is used to make data-driven business decisions on where to build factories, create jobs, and move operations .
- ✓ Regional leaders and businesses have come to rely on the census for crucial demographic information about customers, the workforce, and the economic landscape.
- ✓ Census forms where not all questions are answered will still be counted.

# Businesses Are Critical to an Accurate Census Count

Business' can play a key role by encouraging customers, employees, and the general public to complete their census questionnaires. The upcoming 2020 Census faces never seen before challenges especially for Detroiters and will require counting an increasingly diverse and growing population that has been named the hardest to count in the nation. Achieving an accurate census count is imperative to a thriving economy and requires assistance from both the public and private sectors.

## Things You Can Do Today:

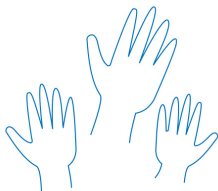
1. Encourage employees to complete their census questionnaires.
2. Share messages promoting the census with customers.
3. Promote the impact of the census using social and digital media through company communication channels.
4. Create short videos promoting the census with influencers from your organization.
5. Use your platform to debunk false information.
6. Engage in local, regional, and statewide efforts.

# Why Should You Care About the Census?



## It's about the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.



## Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I count!"



## Your information is confidential and protected by law.

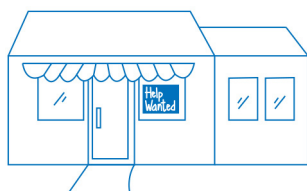
Federal law protects your census responses. Your answers can only be used to produce statistics. By law the U.S. Census cannot share any information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

## Everyone Counts.

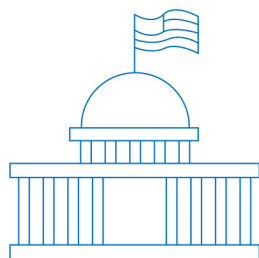
The census counts every person living in the U.S., only once, and in the right place.

Share the below infographics to create awareness on key messages.

# Who Uses Census Data?



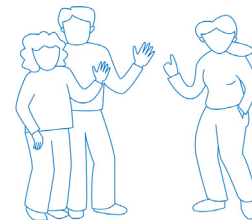
**Businesses** use census data to decide where to build factories, offices, and stores; which create jobs.



**Local governments** use the census for public safety and emergency preparedness.



**Real estate developers** use the census to build new homes and revitalize old neighborhoods.



**Residents** use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

# Spread the Word

Social and digital media promotion is a cost effective way to create awareness among your employees and customers on the importance of the census. Use the below assets to post messages, videos, and links to important content on your organization's website and social channels. Download materials at [detroitchamber.com/2020census](http://detroitchamber.com/2020census).

## Sample Social Media Posts with Links to Share:

The Census is less than 10 questions, will take 10 minutes, and lasts 10 years. View a sample here: <https://mivoicecounts.org/census-preview/> #BeCounted during the #2020Census.

#DYK: \$18,000 in federal funds are lost for every person who does not fill out the census – that's hundreds of millions lost over 10 years. Help fund roads, schools, and more and #BeCounted during the #2020Census.

#DYK: Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the country. Learn more: <https://go.usa.gov/xVJT> #MIVoiceCounts #BeCountedDetroit

The @uscensusbureau data determines how more than \$675 billion is spent, supporting state, county, and vital community programs – construction, Medicare, special education, free school lunches, bridge cards and WIC, and more. #MIVoiceCounts #BeCountedDetroit  
Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Food-Programs-TV-1080x1080.mp4>

Schools. Hospitals. Roads. Businesses. The #2020Census informs decisions about funding for important resources in your community – and in communities nationwide. Read more about how the census shapes your future: <http://2020census.gov>

For the first time, the census is available online. But don't worry, you can still respond by phone or by mail. Learn more about the #2020Census going digital: <http://2020census.gov>

Your personally identifiable information is kept safe and secure. Learn more about #2020Census security at <http://2020census.gov> #MIVoiceCounts #BeCountedDetroit  
Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Confidentiality-Programs-TV-1080x1080.mp4>

Census data is used in planning and distributing funding for public transportation and new roads and bridges, helping to improve everyone's commute. Learn about how the #2020Census will shape communities: <http://2020census.gov> #MIVoiceCounts #BeCountedDetroit

#DYK: Federal funding for Medicare, Medicaid, and MICHild are directly tied to the #census. #MIVoiceCounts #BeCountedDetroit  
Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Medical-Programs-TV-1080x1080.mp4>

#DYK: Your census responses are safe and secure by law. You won't be asked about your citizenship or immigration status. #MIVoiceCounts #BeCountedDetroit  
Video: <https://becountedmi2020.com/wp-content/uploads/MNA-Confidentiality-Programs-TV-1080x1080.mp4>

Being counted in the #2020Census is as important as voting. #MakeYourVoiceCount #BeCounted

Responding to the Census is convenient, confidential, and critical to the future success of Michigan. #BeCounted in the #2020Census

\$30 billion in federal funding and one congressional seat is at stake for Michigan this year. #BeCounted in the #2020Census.

More than \$779 million in Pell Grants and nearly \$3 billion in Federal Direct Student Loans are on the line for Michigan during the #2020Census. #BeCounted to secure school funding for students.

More than \$1.1 billion in highway planning and construction funding for Michigan comes from the #2020Census. #BeCounted to secure our roads.

### Starting in March 2020

Use language with posts above, but be sure to link to the online census form:  
<https://2020census.gov/en/ways-to-respond.html>

#### Census Graphics and Video Content

- ▶ Michigan Nonprofit Association Resources
- ▶ City of Detroit Youtube Channel
- ▶ Michigan Nonprofit Association Youtube Channel

#### Resources for Social Media:

##### Follow

@cityofDetroit @cfsem @detroitchamber  
@MNAonline @uscensusbureau @micensus

##### Hashtags

#MIVoiceCounts #BeCountedDetroit #2020Census #BeCounted

## Send Out Communications to Your Employees or Customers:

Below are examples of content that can be sent out from your human resources department, executive suite, or can be included in your company newsletter. Subscribe to the Community Foundation of Southeastern Michigan's Weekly Census Intelligence Briefing to receive up-to-date information and messages to share.

### Internal Email From Leader of Organization to Employees:

**Subject line: The 2020 Census is coming – online forms will be released in March 2020**

Hello,

As valued employees, I wanted to make you aware of the upcoming 2020 Census and the importance of being counted. Every 10 years, the U.S. Census Bureau counts every person living in the United States, and the upcoming census is quickly approaching.

There's a lot on the line for the Detroit region and state of Michigan. Recently, an Associated Press analysis named the city of Detroit the toughest city in the nation to count for the 2020 Census. The state receives nearly \$30 billion annually in federal funds. To ensure we continue receiving that level of funding, it is important everyone living in Michigan is counted.

Equally important, Michigan currently has 14 representatives in the U.S. House, and one seat could be lost if everyone living in the state is not counted in 2020. If that happens, congressional districts would have to be redrawn, which would lead to a reduction in how many electoral votes we have in presidential elections.

Responding to the census is convenient, **confidential**, and critical to the region and state's future. We must do everything in our power to ensure an accurate count on the 2020 Census to pave a path for the next decade and beyond.

To learn more about the 2020 Census, visit [detroitchamber.com/2020censusor w3.michigan.gov/census2020](http://detroitchamber.com/2020censusor w3.michigan.gov/census2020).

Thank you,

[Name]

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### Sample Newsletter Text:

#### Learn About the Questions on the 2020 Census

In March 2020, the U.S. Census Bureau will open the census. The census is under 10 questions, will take less than 10 minutes, and the impact lasts 10 years. Census forms where not all questions are answered will still be counted. View a preview of the census form you can expect to fill out this spring. LINK: <https://2020census.gov/en/about-questions.html>

#### Count Every Detroiter and Michigander in the 2020 Census

An accurate count is critically important as it determines how much federal funding our state will receive for essential services that impact local communities.

In 2016, Michigan received nearly \$30 billion in federal funding, which included:

- \$1.1 billion for highway planning and construction
- \$17 billion for health programs
- \$5 billion for education
- \$2.3 billion for food assistance programs
- \$694.3 million for housing assistance

The census count is also used for businesses looking to relocate here, shaping congressional representation, and more. We currently have 14 representatives in the U.S. House but stand the chance of losing a seat if our population declines. That means our state's congressional districts would have to be redrawn, which would lead to a reduction in the electoral votes we have in presidential elections.

Be counted in the 2020 Census to help ensure Michigan receives the federal resources it deserves.

## What to Expect with the 2020 Census

Beginning in March 2020, the U.S. Census Bureau will send each household a postcard inviting residents to respond to the census online, by phone, or by mail. The census questionnaire will ask for the names, sex, age (including date of birth), race and ethnicity of each person living at the resident, whether you rent or own, and for a phone number in case they need to follow up. Only one person should complete the census for the entire household.

The process begins in mid-March and ends July 31. Anyone who does not respond to the March invitation will receive reminders in the mail until early May. Census staff will then go door to door to contact those who still have not responded to the census. The final census count must be delivered by Dec. 31, 2020.

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## Your Census Data is Confidential

This spring, the 2020 Census will be underway. The forms can be completed online, by phone, or on paper. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.

There are no exceptions. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.

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## Learn About the Questions on the 2020 Census

In March 2020, the U.S. Census will begin the census. The Census is under 10 questions, will take less than 10 minutes, and the impact lasts 10 years. View a preview of the census form you can expect to fill out this spring.

<https://2020census.gov/en/about-questions.html>

## Stay Up-to-Date

The 2020 Census marks the first time that you'll be able to respond to the census online. Sign up below for updates and to receive a reminder when it's time to respond.

- The Michigan Nonprofit Association's website has additional content to share: <https://becountedmi2020.com/resources/>
- Subscribe to the Community Foundation of Southeastern Michigan's "Weekly Census Intelligence Briefing" for new and relevant content to share:

<https://cfsem.us13.list-manage.com/subscribe?u=ad769ee008c9d4d45b186400e&id=f51f346865>

## More Ways to Help

- Include messages promoting the census to your customers – receipts, utility bills, credit card bills, emails to customers.
- Encourage employees to complete their census questionnaires at employee meetings and through inserts in company pay stubs, flyers in break rooms, and general company communications.
- An employer could also allow employees to complete their questionnaires at work and provide computer equipment such as tablets in a private common area to respond confidentially.
- Run promotional messages in weekly store circulars or other customer publications.

## Engage with Complete Count Committees

There are various Complete Count Committees that are leading efforts to reach hard-to-count populations across the Detroit region and state of Michigan. These groups can provide talking points, marketing materials, infographics, subject matter experts, and additional resources to help promote the census.

### To connect with local groups, please contact:

#### State of Michigan

Joan Gustafson  
jgustafson@mnaonline.org  
<https://becountedmi2020.com/>

#### Bloomfield Township

Jan Roncelli  
JRoncelli@bloomfieldtwp.org

#### Dearborn

Jawad Chaudhry  
jchaudhry@ci.dearborn.mi.us

#### Detroit

Victoria Kovari,  
kovariv@detroitmi.gov  
Website: [DetroitMi.gov/Census](http://DetroitMi.gov/Census)

#### Ferndale

Justin Lyons  
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#### Grosse Pointe

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#### Highland Park

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#### Oakland County

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#### Oak Park

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#### Pontiac

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#### Royal Oak

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#### Sterling Heights

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#### Wayne County

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