

Census Message Samples – Updated Summer 2020

Short (65 words)

All ya'll should fill out your Census! It's not too late! Every household in the U.S. has now received an invitation to participate in the 2020 Census and for the first time ever, we have the option to respond online, from the comfort of our homes -- even on a mobile device! It's easy. It's safe. It's important. Visit my2020census.gov to complete the Census today.

Medium (132 words)

Everyone counts! Once a decade, America comes together to count every person living in the United States and the five U.S. territories. The results help determine how billions of dollars in federal funding flow into states and communities, like Sugar Land, each year. The results of the 2010 Census meant the State of Texas received approximately \$59B annually – or a total of over \$15,000 per person over the past decade. Every household in the U.S. has received an invitation to participate in the 2020 Census and for the first time ever, we have the option to respond online, from the comfort of our homes -- even on a mobile device! It's easy. It's safe. It's important. So stand up. Be counted. Sugar Land needs YOU! Visit my2020census.gov to complete the Census today.

Long (189 words)

All ya'll should fill out your Census! It's not too late! The 2020 Census counts every person living in the United States and the five U.S. territories. By now, every household in the U.S. has received an invitation to participate in the 2020 Census.

The Census results help determine how billions of dollars in federal funding flow into states and communities, like Sugar Land, each year. The results of the 2010 Census meant the State of Texas received approximately \$59B annually – or a total of over \$15,000 per person over the past decade. The Census counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support states, counties and local communities' vital programs - impacting education, transportation, employment, health care, and public policy.

For the first time ever, we have the option to respond online, from the comfort of our own homes -- even on a mobile device! It's easy. It's safe. It's important – and *everyone counts!* Help us reach our goal of 100% completion of the Census. Visit my2020census.gov to complete the Census today.