

Dear Faith-Based Leaders,

April 1, 2020, “Census Day” is just around the corner. Every ten years, we are required to count every single person living in the United States in order to allocate representation among the states and determine how over \$675 billion dollars in federal funds are allocated among states and local communities for the next decade.

The U.S. Census Bureau, Chicago Region, would like to partner with you and faith-based leaders across our eight-state Region. The weekend of November 22-24, 2019, we are encouraging Census education and engagement among all faith leaders and organizations to promote awareness of the 2020 Census, encourage activities and support for the 2020 Census, and increase recruiting efforts for the 2020 Census.

As Faith leaders, you are among the most trusted messengers in our communities and are positioned to play a vital role in ensuring everyone is counted in the 2020 Census. The Census Bureau would welcome your assistance in our Census Faith-Based Weekend campaign. Here's how you can help:

- Place Census 2020 on your Agenda by dedicating a sermon or message on the importance of the 2020 Census to our communities during Faith-Based Weekend
- Place information about the Census in your weekly Bulletins, Flyers, Newsletters, Brochures and/or Kiosks
 - Our 2020 Census Toolkit provides short messaging with customizable photos.
- Establish a Census Table(s) or informational session(s) in your area
 - You would host a Census table that displays Census educational brochures and recruiting information. Ideally, the space will have internet access and at least two computers in case applicants wish to apply in person.
- Promote Census Faith-Based Weekend via your social media channels. Our 2020 Census Toolkit provides short messaging with customizable photos. You can also encourage people to apply online from the comfort of their own home at www.2020census.gov/job
- Promote Census recruiting to your network organizations through email marketing. Encourage members to educate and engage members about the 2020 Census - the census is important, safe and easy to complete; also, encourage members to apply online for census jobs or stop by one of the 2020 informational sessions.
- Host a meeting or strategy session with fellow faith-based leaders to encourage participation in Census 2020.
- Join or form a Complete Count Committee in your local community to educate, engage and encourage historically undercounted populations to participate in Census 2020. Learn more at www.census.gov/partners/complete-count.html
 - The easiest way to begin educating and mobilizing your community is to become a Census Partner. Census Partners share information with their communities and help spread the message that the Census is important, safe and easy to complete. Census Partners promote opportunities for Census employment. When you sign up to be a Census Partner, you'll work directly with local Partnership Specialists to ensure your community has the resources it needs to be counted.
 - If you are interested in participating in Census Faith-Based Weekend during November 22-24, please respond by November 18th, and we're happy to work with you.
 - Please email back to me by Friday, Nov 22nd, 2019 the form 2020 Census Partnership Agreement signed with what you can do to promote the Census jobs and awareness.

Sincerely,

Linda Robinson Smith, Partnership Specialist

U.S. Census Bureau

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