



Key Messaging Points

Census 2020 is happening now, and it is time for all of us to help spread the word. This is Ohio's chance to make sure every individual is counted and has a voice.

The Census is easy, safe and important. This is the overlying theme of Census promotion statewide and can be used at any time.

- ✓ It's **easy**; the Census asks you questions about you such as your name and birthday. It typically takes around 10 minutes to complete.
- ✓ It's **safe**; all Census responses are kept confidential and cannot be shared – even with law enforcement.
- ✓ It's **important**; it determines the distribution of billions of dollars in federal funding to local communities like yours.

Download the Census Content Calendar

In the calendar you will find example posts for the month of April, suggested topics, and photos you can use along with your own photos.

[CLICK HERE TO DOWNLOAD](#)



MONTH	On Going Message	Main Message	Secondary Messages				
FEBRUARY	The Census is easy, safe and important!	Education/Awareness	Census Jobs	Census is Online			
MARCH		Motivation, Participation	Census Day Approaching	Census Jobs	Census Online	Awareness/Education	
APRIL		Motivation, Participation	Census Day - Remind to Respond	Census Online	Awareness/Education		
MAY							
JUNE							
JULY							
AUGUST			Reminder, Follow Up	Census 2020 Is On	Motivation, Participation	Awareness/Education	

Below are key points to post about in April.

- The Census only comes once a decade and shapes how Ohio will spend and operate for the next ten years. Now is the time to make a difference for our future!
- Every household should have received a postcard in the mail to respond to the Census. These postcards contain a unique identification number specific to the household.
- If you lose or misplace your postcard, you can still fill out the Census online at **2020census.gov**.

Filling out the Census online and over the phone is the best way to respond right now.

- It has never been easier and more accessible to respond the Census on your own.
- Both the 2020Census.gov website and the phone lines are now live, and can accept your responses in 13 languages.
- You should reply to the Census where you live as of April 1st.
- If you have not replied, expect to receive the Census questionnaire sent to your home as a paper version later this month.



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