

Digital 2020 Census outreach guide

While at home, remind your friends and family to respond to the census. Here are some ways to spread the word.



Sign up to phone bank with Mayor Eric Garcetti's census team at bit.ly/censusphonebank



Incorporate census information into your next video conference meeting, webinar, blog, social media post or podcast.



Text or email your contacts a reminder to fill out the census.



Write a letter to let someone know you're thinking of them and remind them to be counted.



The City of Los Angeles will provide reasonable accommodation(s) to ensure equal access to its programs, services, and facilities for people with disabilities. To make a request contact the Department on Disability at DOD.Contact@lacity.org or (213) 202-5668, five or more working days in advance.

Eric
Garcetti
@MayorOfLA



census.lacity.org
#2020Census



Quick and easy messaging to share

Sample text messages

- You're important to me and I want to make sure you're counted in the 2020 Census. You can respond online at My2020Census.gov, by phone or mail.
- Did you apply for unemployment insurance? Did you know census data helps determine funding for it? Go to My2020Census.gov to do your census.
- I hope you're staying safe and well at home. Have you filled out your census? It's so quick and easy. You can even do it over your phone. Go to My2020Census.gov
- Hi-I'm checking in with all my friends to make sure they've completed their census. Have you?
- We can't control the future, but we can plan ahead. Reminding you to fill out your census at My2020Census.gov if you haven't already.
- Happy birthday! I'm not counting the years, but I do want you to be counted in the 2020 Census. Make a wish and fill it out: My2020Census.gov
- Did you know April 1 wasn't the last day to do the census? We have until August 14-respond early before census takers go door-to-door. For more information, head over to My2020Census.gov
- How are online classes going for you right now? Wanted to check in-have you done your census yet? It's online this year: My2020Census.gov
- Heard of the census? This is our year to do it. Funding for healthcare programs, disaster relief, free school lunch and more depends on us. Head over to My2020Census.gov to learn more.
- Hey- I know you just moved so you might not have gotten the census invite in the mail, but you can still fill it out online without the code at My2020Census.gov

Sample email

Hey,

This current global health crisis is helping me realize just how much the simple things matter, and how when we work together, we become a force for good. A lot of things may feel out of control for us now, but we do have control over having a say on resources for our communities for the next 10 years. I pledged to be counted in the 2020 Census and I want you to join me.

Many things are vying for our attention right now. But, did you know that some, if not all of the issues in the COVID-19 headlines right now are related to the census? Medicare, unemployment insurance, free school lunches and more is determined by census data. In 2020, we're relying on 2010's data. Whatever the 'new normal' ends up looking like, you can't deny that an undercount this year would make the next 10 years unconscionably more difficult.

This is why it's important to sing the praises and importance of the census in any way you can. You can physically distance while building closeness with your community, at the same time.

Check out this remote outreach guide with sample email, text and phone messaging you can share.

As a colleague and friend of mine, you mean a lot to me and you, your family and friends all deserve to be counted. Take the pledge, fill out the census online at My2020Census.gov, [by phone](#) or by mail, and let's get through this together.

Additional resources are available on our website.

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