

Please note, as with all resources included in this toolkit, this is a *sample* and should be tailored to the needs of your organization and/or community. Additionally, as policy developments and census operations unfold, samples and templates may need to be adjusted to address these changes and progress.

Sample Invitation (Short)

“Census Day,” April 1, 2020, is now less than two years away and the time to act is now!

Two years from now the 2020 Census will be in full swing. Lack of sufficient funding, a growing climate of fear in immigrant communities, and congressional attacks on federal data collection could undermine the next census, especially in historically undercounted communities. There is a lot at stake for philanthropy, which relies on census data to evaluate need and target grantmaking. We need options for ensuring that community engagement efforts secure a complete count, and we need to strengthen efforts to protect and promote a strong response to the census in populations that are at risk for being undercounted.

Please join me for a meeting to discuss how we can ensure a fair and accurate census count in [LOCATION].

“The 2020 Census: How Can We Ensure It Helps – Not Harms – Our Communities for the Next Decade? An Event for Foundations.”

[DATE] [TIME]

[LOCATION]

RSVP HERE [INSERT LINK]

Sample Invitation (More Detailed)

“Census Day,” April 1, 2020, is now less than two years away and the time to act is now!

Please join me for a meeting to discuss how we can ensure a fair and accurate census count in [LOCATION].

“The 2020 Census: How Can We Ensure It Helps – Not Harms – Our Communities for the Next Decade? An Event for Foundations.”

[DATE] [TIME]

[LOCATION]

RSVP HERE [INSERT LINK]

Does the mission of your foundation, work of your nonprofit grantee partners, and the communities you care about rely on fair and accurate **(1) budgets, (2) facts and data, or (3) representation**? If you answered “yes,” you already care about the 2020 Census. [FOUNDATION] invite you to discuss how the non-partisan and constitutionally required 2020 Census may help (or harm) the communities you care about for the next decade. [DESCRIBE SPEAKERS AND LEARNING OUTCOMES].

We will ask those who are most interested to attend a follow-up meeting to coordinate efforts as 2020 quickly approaches. Join us! Still not convinced? Please consider:

Budgets: The 2010 Census is principally responsible for why [STATE] currently receives \$[NUMBER] billion from the federal government annually (according to data from the George Washington Institute of Public Policy). Our state has so much at stake, and we need to ensure a fair and accurate census. Now, imagine if there isn't a fair and accurate 2020 Census - what would that mean for hospitals, schools, businesses, law enforcement, food banks, infrastructure, and any nonprofit program that directly or indirectly receives federal funds? ***Philanthropy and private dollars certainly cannot backfill that loss of funding, but we have time to ensure a fair and accurate 2020 Census.***

Facts and Data: Consider all the reports and pieces of legislation that will be produced from 2020-2030. Now, imagine what would happen if an inaccurate count of any population in [STATE] led to inaccurate reports, pieces of legislation, and decisions? What would that mean for school zoning, employment statistics, utility maps, strategic plans, college graduation rates, food production, services, and more? ***Philanthropy and private dollars certainly could not fix that loss of facts and data, but we have time to ensure a fair and accurate 2020 Census.***

Representation: Consider how the 2010 Census demonstrated how the [STATE] has a growing population of [INSERT INFO]. In 2020 or 2030, [STATE] may be due for more local, state, and national representatives, and/or those representatives will want to know about the makeup and needs of their constituents. Now, imagine what would happen if an inaccurate count led to underrepresentation, especially in our most urban or most rural (hard-to-count) counties? What would that mean for children, the elderly, the homeless, and more? ***Philanthropy and private dollars certainly could not prevent that loss of representation, but we have time to ensure a fair and accurate 2020 Census.***

Speakers [INSERT ATTACHED PHOTO FOR EACH PERSON & INCLUDE BIO HYPERLINKS]: