

**Census 2020**  
**Sample Letter to Employees**

Dear Team Member,

We at [Employer] want to remind you of how much you count, as a valued member of our team and as a member of our community. That's why your participation in Census 2020 is important.

In fact, the federal government uses Census numbers to decide how to allocate resources in your community, including those for:

- Schools and educational programs like Head Start;
- Safe roads, highways, and bridges;
- Programs for food assistance, job training, utility payments, and health care;
- Emergency services equipment, public transportation, housing programs, services for older Americans, environmental protection, and other federal spending measures; and,
- State representation in Congress, impacting the size of your voice in government.

Businesses like [Employer] also use Census numbers in determining where to establish new locations, understanding customer needs and potential competition, and assessing characteristics of the workforce in local areas.

It only takes a few minutes to complete the online Census questionnaire. Get started today at <https://2020census.gov/en.html>.

Thank you for making it count!