# **Sample Script for Phone Banking**

Hello, is [INSERT NAME] there?

Hi! This is [CALLER NAME] from [INSERT ORG]. We saw you in our office back in [INSERT MONTH or ACTIVITY]. We wanted to remind you that Invitations to complete the census go out this month. You can fill the census out online, via the telephone, or through a paper questionnaire. Have you decided option you will use?”

**IF YES**:

Great! And remember, the census only happens every ten years, so don’t forget to include the kids in your house, too! Everyone who stays in the house counts.

Talk to folks about the census at your job, place of worship, at your kid’s school, where you volunteer or in the grocery store line. The more people we count in our community, we make sure we get our fair share of resources and representation.

**IF NO**:

- Do you have any questions about the census that would help you make a decision?

- Would you like more information about the process?

**What is the census?**

The US Constitution requires a headcount of everyone in the USA, and covers the entire country, state, city, and town – this happens every 10 years.

**Why does the census matter?** *(think about reasons that would be most compelling to the communities you serve and write them here)*

* **Reason 1:**
* **Reason 2:**
* **Reason 3:**
* Our census counts affects every day services and resources we all come to rely on. This includes where new businesses open, funding for MiChild/Medicare/Medicaid, funding for education programs (Head Start, special education, and Title 1).

**How can you fill it out?**

If you don’t have access to the internet in your home, you can still be counted. The online questionnaire can be completed on a smartphone, or computer, and desktop internet kiosks may be available at local post offices, libraries and other community centers. If your household doesn’t respond to the initial census invitation, you will be given the opportunity to complete the census through the traditional paper questionnaire.

Well I appreciate your time today, and thank you for making sure everyone in [INSERT COMMUNITY] counts!