Sample website text (Raise Awareness)

**Everyone Counts! Everyone Wins! And We’re Counting on You!**

**What is the 2020 Census?**

The 2020 Census counts every person living in the United States and the five U.S. territories.

The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. Each home will receive an invitation to respond to a short questionnaire—online, by phone, or by mail. This will mark the first time that you will be able to respond to the census online.

**Why it Matters?**

The census count has consequences we will live with for the next decade, if not longer. This makes the stakes even higher. Michigan stands to lose an estimated $1,800 per person per year in federal support for programs that use census data. These include Medicaid, nutrition assistance, highway construction and planning, Title I and Special Education Grants, Foster Care and Child Care Grants, K-12 education, Section 8 Vouchers, and Head Start/Early Start — for which Michigan received more than $14 billion in 2015. \*Consider inserting paragraph on why the census is important to those you serve/represent and your community.

**What is Asked on the Census?**

* How many people are living or staying at your home on April 1, 2020
* Whether the home is owned or rented
* About the sex of each person in your home
* About the age of each person in your home
* About the race of each person in your home
* About whether a person in your home is of Hispanic, Latino, or Spanish origin
* About the relationship of each person in your home

See the sample 2020 Census Questionnaire at <https://www2.census.gov/programs-surveys/decennial/2020/technical-documentation/questionnaires-and-instructions/questionnaires/2020-informational-questionnaire.pdf>

**Ways to Respond to the Census?**

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding:

* Online
* By phone
* By mail

**More Information?**

<https://2020census.gov/>

[www.becountedmi2020.com](http://www.becountedmi2020.com)