



Census at Work Day Email Templates

Below you'll find two email templates to send to your employees encouraging them to participate in Census at Work Day on September 10. Feel free to tweak messaging as you see fit.

EMAIL 1: TO SEND IN ADVANCE OF SEPTEMBER 10 CENSUS AT WORK DAY

Dear [EMPLOYEE NAME],

We're excited to share that [COMPANY] is participating in **Census At Work Day**.

Over the last decade, Illinois received about \$20 billion in federal funding as a result of 2010 Census data. Many of our state's essential services—education, healthcare, infrastructure, and more—depend on funding that comes from Census data. And that funding is even more important during a global pandemic.

The September 30 deadline to respond is fast approaching, and as of August 27, only 69.5% of Illinois residents had completed the 2020 Census. We need your help to get to 100% before September ends.

That's why we're teaming up with businesses across Illinois for Census At Work Day on Thursday, September 10. Here's the plan:

1. **On September 10, block out ten minutes of your day to fill out the Census.** Here are three easy ways you can do it:

- Fill out the questionnaire online at [my2020Census.gov](https://my2020census.gov).
- Call 844-391-2020.
- If you've received a paper form at home, fill it out and send it in.

2. **Tell your friends and family to complete theirs if they have not yet done so.** Head to social media and use the Census At Work hashtag #WorkToGetCounted. You can find pre-drafted messaging and images in Forefront's [social media toolkit](#). And if you want to know even more ways you can help our community get counted, Forefront has compiled a list of [10 easy things you can do to ensure a fair and accurate count for Illinois](#).

Once you've completed the Census, please take a moment to [reply to this message] and let us know you count. Thank you for your commitment to our community, and to Illinois.

[EMPLOYER SIGNATURE]

PS: Do you have questions about the Census? Visit 2020census.gov to learn more.

EMAIL 2: TO SEND ON CENSUS AT WORK DAY (SEPTEMBER 10)

Dear [EMPLOYEE NAME],

Today, September 10, is Census At Work Day!

Over the last decade, Illinois received about \$20 billion in federal funding as a result of 2010 Census data. The September 30 deadline to respond is fast approaching, and as of August 27, only 69.5% of Illinois residents had completed the 2020 Census. **We need your help to get to 100% before September ends.**

That's why today, we're joining businesses across the state for Census At Work Day. **All [COMPANY] employees are encouraged to take just ten minutes out of their work day to complete the 2020 Census.**

Why is it important to fill out the Census? Many of our State's essential services—education, healthcare, infrastructure, and more—depend on funding that comes from Census data. And that funding is even more important during a global pandemic. Because everyone at [COMPANY] wants to live and work in a vibrant and thriving Illinois, it's important we do our part.

It has never been easier to respond to the 2020 Census. Here are three ways to do it:

- Fill out the questionnaire online at [my2020Census.gov](https://my2020census.gov).
- Call 844-391-2020.
- If you've received a paper form at home, fill it out and send it in.

Once you've completed the Census, please take a moment to [reply to this message] and let us know you count, and head to social media and use the Census At Work hashtag #WorkToGetCounted. You can find pre-drafted messaging and images in Forefront's [social media toolkit](#). And if you want to know even more ways you can help our community get counted, Forefront has compiled a list of [10 easy things you can do to ensure a fair and accurate count for Illinois](#). Thank you for your commitment to our community, and to Illinois.

[EMPLOYER SIGNATURE]

PS: Do you have questions about the Census? Visit 2020census.gov to learn more.