

# A Message from Secretary Robert McCord to Leaders of the Maryland Business Community

July 2020

The deadline to complete the 2020 Census is now **October 15, 2020** and we need your help in spreading the word about how much it means to your customers. The Census impacts far more than congressional lines and representation, it affects almost every element of our lives. From healthcare to highways and meals to Medicare, Census data is used to determine funding for programs and services and a variety of other factors important to families, schools, organizations, and businesses.

Census information impacts businesses in a variety of ways that include loan applications, advertising decisions, understanding various consumer bases, company expansion, real estate opportunities, and overall business development. These are just some of the many ways Census information impacts the business community.

We know you're busy and have put together a toolkit for your use to simplify things. There are several ways your organization can help – below are a few ideas as well as some assets you can pull directly for your website, social media, signage and newsletters. We are happy to customize any of the items you'll find in this toolkit to include your logo for a more personalized approach.

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- **Include Census messaging and/or a “Take the Census Now” button on your webpage or in your emails/newsletters.**

**Take the Census Now! It only takes 10 minutes! 2020Census.gov**

Download the button graphic here



and hyperlink the button to <https://my2020census.gov>

- **Include Census messages on your social media pages:**  
[census.maryland.gov/Pages/media-resources/social-media](https://census.maryland.gov/Pages/media-resources/social-media)
- **Include Census messaging or a graphic on branch digital signage (size customizable)**

**Take the Census Now! It only takes 10 minutes! 2020Census.gov**



- **Include Maryland Census 2020 logos on your materials. Logos are downloadable from:**  
[census.maryland.gov/Pages/Outreach-Tool-Kits](https://census.maryland.gov/Pages/Outreach-Tool-Kits)
- **Want more Census tools? Visit:** [census.maryland.gov/Pages/Outreach-Tool-Kits](https://census.maryland.gov/Pages/Outreach-Tool-Kits)



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