



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

July 2020

In a normal year, the 2020 Census deadlines would be just around the corner. However, like most everything else, the worldwide pandemic caused a shift in timelines. The deadline to complete the 2020 Census is now **October 15, 2020**, and we need your assistance in spreading the word about how much it means to each of your congregants. The Census impacts far more than congressional lines and representation, it affects almost every aspect of our daily lives. From healthcare to highways and meals to Medicare, Census data is used to determine funding for programs and services offered by both

the state and federal government. There is at least \$16B in federal census derived funding at stake in Maryland. Further, the data is used in determining and a variety of other factors important to families, schools, businesses, nonprofits and other organizations. Our collective future depends on a complete count. It is more than just funding, it is policy and representation. We need to know what Maryland really looks like.

As leaders in the non-profit community, you understand the importance of having a complete count of everyone in your community and the critical nature of funding for services used by those you assist. You are trusted voices that can help spread the word about the essential nature of the Census. We are asking for your support and assistance in making sure all Marylanders understand the significance of being counted. In fact, for every person not counted, Maryland loses out on almost \$20,000 over the course of 10 years. We need our residents to understand this and how it impacts not only their families but the communities in which they live. The Census is about all of us.

The United States Census Bureau has sent reminder postcards to households that have yet to complete their Census forms. In-person Census Takers are now going door- to-door as well. Our goal is to get as many Marylanders as possible to self-respond to the Census to avoid having an enumerator come to their home. You can help us make that happen.

Please see the attached toolkit to utilize as you send out Census materials to your respective non-profit communities. We want to make this as simple as possible for you and are happy to provide any additional information you may need to make this mission a reality.

Please contact Kristin Fleckenstein, Director of Public Affairs for more information at kristin.fleckenstein@maryland.gov should you have any questions.



The United States Census 2020 logo is set against a dark blue rectangular background. The words 'United States' are in a smaller, white, sans-serif font at the top. Below it, 'Census' is written in a large, bold, white, sans-serif font. At the bottom, '2020' is written in a very large, bold, white, sans-serif font.

We know you're busy and have put together an updated toolkit for your use to simplify things in helping us to encourage Census completion. There are several ways your organization can help in promoting the Census:

➤ **On your website and newsletters**

Include Census messaging and/or a "Take the Census Now" button in your newsletter and/or on your web page

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

Offer a button to go directly to the Census form.

Download the button graphic here:



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



➤ **On your social media pages** - A variety of social media posts can be found at:

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

➤ **At services or events offered to your members**

Handouts, signs, and the Maryland Census 2020 logos are available to download directly from our website at:

census.maryland.gov/Pages/Outreach-Tool-Kits

The toolkit provides you assets to use in each of these mediums and we are happy to customize any of the items you'll find here to include your logo for a more personalized approach.

For more information contact: Kristin Fleckenstein, Director of Public Affairs
for the Maryland Department of Planning

kristin.fleckenstein@maryland.gov