Nonprofit ED/CEO Email or Letter to Clients

Below is a template email or letter that your nonprofit can send to clients, staff members, board members, audience members, patrons, volunteers -- anyone in your network -- regarding the 2020 Census. Please feel free to customize it to reflect your organization’s style and mission.

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Dear XXX,

It is a pleasure for [nonprofit] to serve you as part of our mission to [mission text]. I am writing to you today about an important issue that will determine the future of our community for the next decade.

With the 2020 Census right around the corner, we have a once in a decade opportunity for our country to count every person residing in our communities nationwide. Getting counted in the Census is vital for our community to receive the resources it needs to thrive. The data gathered through the Census is used to distribute funds for schools, health and social services, roads, and the other programs that make our community a special place to live and raise a family. In addition, getting counted tells politicians in that you matter and that you care about our community’s future. For these reasons, we strongly encourage all residents of our community get counted in 2020.

Beginning in early 2020, your household will receive a letter from the U.S. Census Bureau. Don’t throw it out because it will contain instructions for responding.

We know many of you may feel nervous or uncomfortable about supplying information to the government. However, it is important for all of us to remember that long-standing laws are in-place to prevent the misuse of data. If you would like additional information on data safety, we would be happy to share additional information with you.

If you have any questions or concerns about the 2020 Census, please feel free to ask [staff contact].

Thank you very much,