Census Letter to the Editor Template

Below is a template letter to the editor that your organization can use to help raise awareness about the Census.

*When to Use It:*There aretwo ways you can submit this letter: (1) on it’s own or (2) in response to an article the paper published. If you are submitting it in response to an article, make sure to reference the article you are responding to.

*How to Use It:* Customize and tailor the language to fit your organization’s mission, voice, and style. You should aim for a letter that is between 200 and 250 words.

*How to Submit the Letter:* Find the letter submission instructions for your local newspaper and submit it according to the instructions. If instructions are not available, call the paper and ask how they want letters to be submitted.

*Once You Submit the Letter:* Once you submit the letter, watch for it to be published in print or online. If it gets published online, make sure to post the link on your social media profiles.

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Every ten years, the United States conducts its Census with one big task in mind: to count every resident. Some members of our community may feel nervous about giving information about themselves and their families to the government. However, there are several key reasons to participate that benefit our community, which is why [Nonprofit] is encouraging people to complete the 2020 Census.

First, federal funds get distributed based on the information collected by the Census. These funds go to support our local human service organizations, schools, roads, hospitals, and more. Businesses and nonprofits also use census data to decide where to target growth, create jobs, and offer services. In addition, local governments like our [city/county/town] use the data for planning and safety. Residents can also use the data to support our community through neighborhood projects. Lastly, policymakers use the data to set legislative districts that determine how all of us are represented in Olympia and Washington, DC.

The census offers a unique opportunity to be counted and shape our community’s future. This opportunity comes once every ten years, so make sure you plan to get counted in 2020.