Template Press Release

*Below is a template press release that your nonprofit can share with local news media to help raise awareness about the 2020 Census. Please feel free to customize and rearrange it to reflect your organization’s style, voice, and activities. The [bracketed] areas are meant to be filled in with your organization’s information. Press releases should be distributed when your organization is ready to announce any Census programming, actions, or activities it may be doing. If your nonprofit will not be holding activities, consider framing the release as a statement from your nonprofit about the importance of getting counted.*

FOR IMMEDIATE RELEASE

CONTACT: [Insert contact name and information]

**[Nonprofit] Encourages Community**

**To Get Counted in 2020 Census**

[Location and Date] - With the 2020 Census approaching soon, [Nonprofit] is taking steps to ensure that members of [your community] get counted.

“Participating in the Census is vital for our community to receive the resources it needs to thrive,” said [Nonprofit leader]. “The U.S. 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. Further, getting counted tells politicians 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.”

[Nonprofit] will be [*what will you be doing to help folks get counted?]*

*If applicable, this is where you would discuss anything that your organization is doing to help with the count, such as:*

* *Events*
* *How your staff are engaging clients in getting counted*
* *Can people come to your nonprofit for help filling out the Census?*

*Information About the Census*

The next Census will be conducted from March-May 2020. In early 2020, each household in America will receive a notice from the U.S. Census Bureau to complete the Census online. Beginning in May, Census workers will go to door to door to count households that did not self-report. The count will be finalized by December 31, 2020.

*How Census Data is Used*

Federal, state, and local governments use Census data to determine how tax dollars and other resources are allocated. Importantly, Washington State receives approximately $13.7 billion in federal funds for a variety of human service, community development, and health programs. Each household missed in the census count costs Washington State approximately $4,800 in federal funds, which means less money available for vital programs.

Census data is also used to inform how political boundaries are drawn, which means that an accurate count will help ensure that communities are represented accurately in Congress and the Washington Legislature.

Lastly, nonprofit organizations use census data to plan and target their services. The data collected shows geographic areas that are underserved, which informs service delivery. The data collected and published by the Census Bureau is also used to inform designed to raise the quality of life in our communities.

For more information on the 2020 Census and its importance to nonprofit organizations, please contact [Nonprofit] and visit [www.washingtonnonprofits.org/2020Census](http://www.washingtonnonprofits.org/2020Census).

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