**Suggested Subject Line**

Ensure Our Community Counts – Be counted in the 2020 Census!

**Example Content**

Dear [*ORGANIZATION NAME*] Supporter,

We are excited to join nationwide efforts to educate our community about the importance of participating in the 2020 Census. The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March to July of 2020. National Census Day is April 1, 2020.

Census data determines:

* The allocation of more than $39 billion in funding to support essential programs in Pennsylvania. Census data impacts funding for healthcare, housing and food, libraries, education, and roads.
* Apportionment of seats in the U.S. House of Representatives.
* How district lines are drawn at all levels of government.

You can help us make Census 2020 a success by getting involved:

* Tweet and post about the importance of Census 2020 using **#JeffersonCounts**.
* Join us at our event on… [*INSERT DETAILS*]
* Complete your Census form and talk to three friends or neighbors about why participation in the 2020 Census is important.

We are excited to support a fair and accurate count in our local communities.

Thanks so much for your support!

Sincerely,

[*NAME, ORGANIZATION NAME*]