

# Pledge to Be Counted!

Jefferson  
Regional  
Foundation

jefferson  
COMMUNITY • COLLABORATIVE



Thank you and your organization for promoting the 2020 Census participation in your community! Pledge cards have been proven to be an effective tool to increase turnout and participation for civic actions. Your efforts will help ensure a fair and accurate Census count and will provide our community with our fair share of resources.

## Instructions for using pledge cards in your community:

1. **Educate community members on the importance of the Census.** One family of five missing from the Census count will result in a loss of \$100,000 to your community over the next ten years. Being counted in the 2020 Census helps our community fund education, provide housing and food, create jobs, prepare for emergencies and build schools, roads, hospitals and libraries. (Please reference Jefferson Counts resources at [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).)
2. **Encourage community members to fill out the pledge card.** On the front of the card, ask community members to identify why participating in the Census count is important to them. On the back of the pledge card, ask community members to fill out their name and address. At minimum, individuals must provide their address and fill out the front of the pledge card. Collect the pledge card once it has been filled out.
3. **Encourage individuals to repeat outreach within their community** by sharing their reason for pledging with three friends/neighbors and posting on social media using the hashtag **#jeffersoncounts**. For example: I pledge to be counted in the 2020 Census because it supports my local library #jeffersoncounts.
4. **Return the collected pledge cards** in bulk to Jefferson Regional Foundation **no later than March 1<sup>st</sup>**. Jefferson Regional Foundation will mail the pledge cards to community members during mid-march as a means to promote Census participation.

To return the pledge cards, mail them to Jefferson Regional Foundation (address in box on the right) or connect with Amy Wisseman ([amy.wisseman@jeffersonrf.org](mailto:amy.wisseman@jeffersonrf.org) | 412-267-6773) to discuss an alternative collection method.

### Return pledge cards here:

**ATTN: Amy Wisseman**  
**Jefferson Regional Foundation**  
**565 Coal Valley Road**  
**Bibro Building, 3<sup>rd</sup> Floor**  
**Jefferson Hills, PA 15025**

For organizations interested in deeper engagement: If your organization has the capacity or is equipped to send electronic reminders for Census participation (for example: text messages, robocalls, or emails), encourage community members to complete the email and phone information on the back of the pledge card.

Please contact Jefferson Regional Foundation's Civic Engagement Fellow, Amy Wisseman, at [amy.wisseman@jeffersonrf.org](mailto:amy.wisseman@jeffersonrf.org) or call at 412-267-6773, for any questions, comments or concerns.