



Greetings Board and Commission Members,

The 2020 Census is underway, albeit with some delays amid this national crisis. As many of you know, census data affects almost every aspect of public funding and decision-making. Now, more than ever, North Carolinians will need access to the data and many community programs and services that can help facilitate faster recovery from the impacts of COVID-19 – and we need your support.

As of April 12th, North Carolina's response rate is 36th in the nation at 45.1%. With more than \$1,623 in federal funds per person per year returning to our communities using Census data, even a modest undercount of 3% has a significant impact for North Carolina:

\$1.8 Billion in rural communities	\$930 Million for African American communities
\$400 Million for veterans	\$545 Million for Hispanic/Latino populations
\$333 Million for children under age 5	\$50 Million for Native Americans

As local leaders, you serve as trusted voices within your communities. Please join us in ensuring a complete and accurate count by encouraging participation in the 2020 Census. The [NC Census website](#) offers educational and outreach materials to share within your networks and organizations. We also encourage other ways to promote census participation:

- Share information on your websites and social media, in newsletters, at virtual meetings and events, in neighborhood apps or online groups.
- Create a participation campaign – place print or digital advertising, develop a text campaign, organize a phone bank, hang fliers at essential sites or place in delivery services.
- Use the [NC Census Outreach & Engagement Toolkit](#) offering logos, awareness materials, posters/fliers, speech drops, talking points, media kit, and many other resources.
- Follow [@nccensus](#) on [Twitter](#), and [Facebook](#) and share posts on your social media. Please tag us and use the [#MakeNCCount](#) hashtag.
- Sign up for the North Carolina [2020 Census listserv](#) to receive important updates.

It is critical that the people of North Carolina understand the 2020 Census is SAFE, EASY, and IMPORTANT. This is our once-per-decade opportunity to secure the resources and representation they deserve. With an all-important recovery effort in our immediate future, these resources are critical to our families, our cities and towns, our organizations, and all North Carolinians.

Remember, the Census survey takes less than 10 minutes to complete, yet has the power to shape our future for the next 10 years. Thank you for your continued leadership, time and effort on behalf of our great state. Together, I know we will **make NC count!**

Sincerely,

A handwritten signature in cursive script that reads "Machel Sanders".

Secretary Machel Sanders, NC Department of Administration
Chair, NC Complete Count Commission