

Why Your Company Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. The 2020 Census' detailed demographic information holds exceptional value for your company—they help inform your decisions to expand, develop products, market, hire, mitigate risk, and increase return on investment. The U.S. Census Bureau partners with corporations to get the word out to clients, customers, and employees. You have invested heavily in understanding how to reach and how to communicate with your customers and employees. You are trusted brands and trusted voices. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government decisions and drive your company's decisions.



What is a 2020 Census partner?

As a partner, you join a network of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your company's focus, available time, resources and customer base. Some companies can help with our operational needs. Some can assist technologically since this is the first time the public can respond to the census online. We work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your business.

What does a partner do?

There are lots of ways to help. We work with you to find what's right for your company, its resources and time. The Census Bureau will provide messaging and customizable social media posts, poster, e-mail and newsletter content as well as other content options that you can use to make it easy to help. Here are some examples:

- Include information about the 2020 Census in correspondence with customers (e-mails, bills, a Web site banner).
- Provide a link to the 2020 Census on your Web site.
- Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.

How does my company benefit from being a partner?

During the 2020 Census, you benefit by fulfilling your CSR goals, accessing our personalized data training and information services, networking with other businesses you otherwise wouldn't encounter, and engaging with your customers and employees around a civic duty. The 2020 Census data will help you create projections of growth to identify prime locations to open new operations or close old ones. You can enhance your hiring practice and identify skilled workers. Our data provide valuable information on your customer base (income level, household size, homeownership status) to inform your pricing and location strategies.

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- Provide free wired or wireless internet connectivity to households in underserved communities.
- Provide free call time or cell phone data for people responding to the 2020 Census via phone.
- Provide free online advertising opportunities to promote the 2020 Census and job openings.
- Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
- Deliver 2020 Census educational content to children's tablets and electronic games to help combat the undercount of young children in the 2020 Census.
- Launch text message campaigns to promote the 2020 Census and related job opportunities.
- Launch social media campaigns or host Twitter chats or Facebook Live events on 2020 Census job opportunities and the 2020 Census to educate customers and employees.
- Submit online letters to the editor, op-eds, and commentary on why participating in the 2020 Census is so important for businesses like yours.
- Actively monitor, fact check, and correct misinformation on social networks about the 2020 Census.
- Post and distribute 2020 Census materials on privacy and confidentiality to employees, constituents, and customers, both in hard copy and through online channels.
- Host a 2020 Census informational or Q&A session for your employees or local community.
- Invite a Census Bureau speaker to your organization or event.
- Include an incentive to your customers in their purchases to complete the 2020 Census.
- Host a contest promoting the 2020 Census and feature the winner.

How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

When should I become a partner?

Today! It is never too early to start talking with customers and employees about the 2020 Census or the jobs available to support it. The Census Bureau is recruiting 2020 Census workers now—help us get the word out to your customers and clients.

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