

The U.S. Census Bureau is directing all of its promotional outreach, including paid advertising, back to [2020Census.gov](https://2020census.gov) throughout the duration of the Integrated Partnership and Communications Campaign.

[2020Census.gov](https://2020census.gov) will feature a prominent “Respond Now” button once the invitation to participate is delivered to households beginning March 12. In addition to providing education and outreach materials that explain what the census is and why it’s important to respond, there are dedicated pages in 59 languages that are easy to get to and will include important video and print guides on how to complete the census questionnaire.

The direct website to the online response site is my2020census.gov. That URL and a unique Census ID are included in the Census Bureau invitation mailings to households that will be delivered between March 12th to 20th.