

Sample PSA Script

Background: *The 2020 Census is underway, and it is critical that everyone in the American Indian and Alaska Native (AIAN) community is counted as census responses will inform funding for critical public services for the next 10 years. Below is a sample PSA Script message that could be video or audio recorded by tribal leaders and advocates and shared with their communities.*

Sample Message: The 2020 Census Is Here!

Hi, I'm *(Insert Name/Tribe)*. I'm reaching out today with a message about an important step you can take, that will make a big difference in our community.

The COVID-19 crisis has underscored the need for public services we rely on every day. From tribal health to food security, and even in times of crisis, funding for many programs is informed by U.S. Census Bureau data. To tell our story, we need to be counted!

The 2020 Census is underway, collecting data that will drive funding decisions every year for the next 10 years. Now is the time to help *(insert community/tribe name)* count! The 2020 Census is our chance to count every single person living here—from babies to elders.

We need your help. Over the summer, census takers will be visiting households that have not yet responded to make sure we are all counted. The census takers are from our community and understand that a complete and accurate count is important for the future of *(insert community/tribe name)* and all of Indian Country. If you haven't responded yet, you can respond now instead of waiting for a census taker to knock on your door. You can respond online at 2020census.gov, by phone, or by mail.

It takes only a few minutes and your responses are strictly confidential—by law, they can't be used against you in any way.

The time is now to help our community count in the 2020 Census. Thank you for helping shape our future.

**Shape
our future
START HERE >**

