

With the 2020 Census scheduled to hit mailboxes in just [X] months, in mid-March, the **[state/local association of Realtors®]**, together with the National Association of Realtors®, are encouraging all of our members and their clients to complete all forms quickly and accurately.

While the primary purpose of the U.S. Census is to ensure that all states and communities are properly represented in Congress, the once-a-decade exercise also directs \$1.5 trillion in federal funds that support critical public policy programs in communities across the country.

What matters to you? Schools? Transportation? Hospitals? Data from the U.S. Census Bureau help inform planning efforts for all these important community resources.

In fact, U.S. Census results alone drive the allocation of \$93.5 Billion to Federal Direct Student Loans; \$19.3 Billion to Section 8 Housing Choice Vouchers; and \$12 Billion to the National School Lunch Program

**[So if you're marketing your town as a great place to live with plenty of reliable services and amenities, the upcoming 2020 census should matter to you.]**

And because the Census Bureau will for the first time ever be accepting responses online in 2020 – it is important to note that it is against the law for any employee to disclose or publish any census information that identifies an individual. Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private.

The **[state/local association of Realtors®]** and NAR want to be sure that our members – along with their friends, clients and neighbors – complete the Census form accurately and as soon as possible after receiving. This process is quick & secure – and responding takes less time than finishing your morning coffee.

Realtors® throughout **[region/area]** and across the nation are a force 1.4 million strong – and we have a tremendous ability to make a difference in getting the word out to their customers. Our participation will help secure public services and funding for schools, hospitals, and fire departments while catalyzing infrastructure improvements that will support new homes and businesses.

In the end, responding to the 2020 Census is our civic duty – impacting public resource funding, determining how we plan for the future and securing our voice in government. As community leaders, Realtors® can help drive the cause. For more information about the upcoming census, visit [2020census.gov](https://2020census.gov).