



NJCensus2020 – “Preparing NJ for a Strong Future” Week (September 7-13)

Talking/Posting Points for Partners

- This week, we are highlighting **“Preparing NJ for a Strong Future.”**
- As New Jersey recovers from the COVID-19 pandemic and looks to the future, it will be more important than ever to build a strong future for our state and its residents. Filling out the Census is an easy way to do this.
- Census data informs where more than \$45 billion in federal funds is distributed each year in New Jersey. Funding can support schools, health care clinics, new roads and bridges, community organizations and more.
- No matter the size or location of your community, it will be affected for the next decade by Census data collected in 2020. **YOUR VOICE COUNTS!**
- Lawmakers, business owners and many others will use 2020 Census data to make critical decisions. Census data shows where communities need new schools, clinics, roads and more services for families, older adults and children.
 - Census statistics determine how to allocate funding for critical public services, which in turn will generate opportunities for private sector businesses.
 - Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the state.
- Census data informs our state’s representation as well:
 - Census data is used to determine the number of seats each state has in the U.S. House of Representatives.
 - It is also used to draw congressional and state legislative districts.
- Census data can also help us if we face a natural disaster or other state of emergency. In the broad landscape of disaster mitigation, preparedness, response and recovery, the Census Bureau produces timely local data that are critical to emergency planning, preparedness and recovery efforts for all types of emergencies.
 - **National Preparedness Month is recognized in September** to promote disaster planning. As we continue to respond to the COVID-19 pandemic, there is no better time to plan ahead. Use #BeReady to promote Census.
- **Don’t forget: Census takers are knocking on doors NOW**, across the state, of those households who have not yet responded to the Census. You can eliminate the need for Census takers to follow up in person by responding to the Census now – online, by phone or by mail.
- Share our posts about Preparing NJ for a Strong Future or create your own posts about why residents should complete the Census for a strong future.

- Complete the Census at 2020CENSUS.GOV or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at CENSUS.NJ.GOV.