

FORT WAYNE'S COMPLETE COUNT COMMITTEE



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2020 Census Talking Points

18-24 Young Adults | Elevator Speech

This elevator speech will allow you to speak concisely about the importance of the 2020 Census and was drafted specifically with parents and caregivers in mind. You would use this speech if you speak at a community meeting or event, in an interview with the media, or simply as a starting point if you're asked about the Census in almost any situation.

An elevator speech is most effective when the speaker practices and makes it their own. This means you may change a word here and there and add your inflection or specific references. Think of it as a guide, not a script. Add specific examples to help audiences relate more to the content. While we do recommend customizing the speech, it's very important that all the elements in the elevator speech are still covered by the speaker and shared with the audience.

Elevator Speech

The 2020 Census is here, and you have an important role to play in ensuring all Hoosiers are counted.

It's easy. Just be sure to count every adult, child, and baby at your address when you complete the Census online, over the phone, or on a paper form.

The Census counts every single person living in the U.S., even if the people at your address are not related, if they are not U.S. citizens, or if they have only lived at the address during part of the year. They ALL need to be counted.

A complete Census count REALLY matters. How much money Allen County gets for programs that support you and your loved ones during the next ten years depends on a complete Census count. That's funding for our schools, college financial aid, medical care, mental health services, food assistance, housing, and public transportation. The Census also influences the number of representatives we have at the statehouse in Indiana and in Washington, D.C.

If you're worried about privacy: Don't be. By law, the Census cannot share your information with others. Breaking that law can cost a Census employee \$250,000 in fines, five years in prison, or both. Rest assured, the Census won't share any of your information with your landlord or with another government agency. Also, the Census won't ask if you or others at your address are U.S. citizens.

Filling out the Census form for your address is easy. You can participate in the Census by visiting 2020census.gov on April 1, 2020.

UnitedWayAllenCounty.org

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