



NJCensus2020 – “Last PUSH for the Next Decade” (September 21-30)

Talking/Posting Points for Partners

- This week, we are making a “**Last PUSH for the Next Decade.**”
- This is the NJCensus2020 FINAL COUNTDOWN: 10 Days of Action - Let’s Finish This Together!
- This is it! We are in the FINAL 10 DAYS OF THE 2020 CENSUS. This is the LAST CALL for residents – we need to make sure to #FillitOutNOW so New Jersey is counted. The next Census doesn’t come for another 10 years!
- It’s critical for all New Jersey residents to complete the 2020 Census. Data collected 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. Your community will be affected, so make sure **YOUR VOICE COUNTS!**
- The results of this once-a-decade count also determine political representation, including the number of seats each state has in the House of Representatives. Data is also used to draw and re-draw congressional and state legislative districts, based on where populations have increased or decreased.
- As part of our Final Countdown Push, we are reminding residents about all the different areas of life in New Jersey affected by the Census with daily posts. Join us in highlighting these areas:
 - Monday, September 21 – Transportation/Infrastructure
 - Tuesday, September 22 – Diversity
 - Wednesday, September 23 – Community Programs
 - Thursday, September 24 – Education
 - Friday, September 25 – Faith Based
 - Saturday, September 26 – Local Business
 - Sunday, September 27 – Emergency Planning
 - Monday, September 28 – Health Care
 - Tuesday, September 29 – Housing
 - Wednesday, September 30 – Economic Development
- **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 or create your own FINAL COUNTDOWN posts about the urgency of completing Census NOW. We are running out of time – remind residents to #FillitOutNOW.

- Complete the Census at [2020CENSUS.GOV](https://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](https://census.nj.gov).