



**NJ Census 2020**  
**“Ensuring a Brighter Future for Your Community” Week**  
**(August 24-30)**

**Talking/Posting Points for Partners**

- This week, we are highlighting **“Ensuring a Brighter Future for Your Community.”**
- All New Jersey residents want to ensure a brighter future for their family, their children and their community. The 2020 Census is just one easy way to do that!
- When you respond to the Census, you help your community gets its fair share of federal funds spent on schools, hospitals, roads, public works and other vital programs. That funding shapes the future of **EVERY** community, no matter the size, location or race/faith/heritage of the people. Your community benefits the most when the Census counts **EVERYONE**.
- One major way we ensure a brighter future? Our children, and their education:
  - The 2020 Census will likely determine future funding for programs in your school system for the next 10 years.
  - Not counting every child has consequences that will impact their lives and schooling through 2030 – for a newborn, that means 2020 Census data affects their education through at least 4th grade!
  - Census results help determine how money is allocated for programs like Head Start, the Title IV-E foster care program and school lunch/breakfast programs, as well as Title I grants that support special education and local educational agencies.
- Another way to ensure a brighter future is to engage with minorities and “hard-to-count” communities to create opportunities for their success:
  - August is #BlackBusinessMonth, and this week we will highlight how black- and minority-owned businesses are crucial to ensuring a brighter future for New Jersey and a more just economy for all.
  - Minority-owned employer firms in the U.S. increased by approximately 4.9% from 2014 to 2015, according to findings from the U.S. Census Bureau’s 2015 Annual Survey of Entrepreneurs. Nationwide, the Survey found there are 996,248 minority-owned businesses.
  - Census can help these businesses thrive: Population statistics to help decide where to add jobs or open new stores in communities across the country.
- Census data also informs how funding and decisions made to improve public transportation or determine locations for places like libraries, senior centers and hospitals – all necessary assets that will help ensure a brighter future for New Jersey.

- **Don't forget: Census takers are knocking on doors NOW** across the state of households that have not yet responded. 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.
- We invite you to share our posts about the Bright Future the Census is building for New Jersey's communities. Share one of our posts or share your own post about why residents should complete the Census for a brighter future.
- 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).