



## A Complete and Accurate Census: Timeline Changes August 2020

### Speech Drop – Approximately 20-30 seconds of Speaking Time

- **The Census deadline is now September 30<sup>th</sup>** and more than **4 million North Carolinians still need to respond, risking \$7.4 billion per year** in funding for our communities.
- We need everyone in North Carolina to count. **Our state needs your help and we are running out of time.**
- Respond safely at home by going online at **my2020census.gov** or calling 844-330-2020. **Please take 10 minutes to shape your future for 10 years.**

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### Speech Drop – Approximately 4-7 Minutes of Speaking Time

- As you may have heard, **the 2020 Census deadline has been shortened to September 30<sup>th</sup>**, and this will have severe consequences for North Carolina.
- And despite other confusing headlines, **there is no citizenship question on the 2020 Census.** Your individual data cannot be shared with government agencies or other organizations for 72 years.
- These sudden changes and requests for citizenship information represent repeated attempts to mislead, intimidate, and undermine trust in the US Census. **This will cause many North Carolinians to go uncounted.**
- The once a decade Census counts ALL residents in the nation and is the building block for our democracy. It should be our most inclusive and democratic act.
- But all communities must participate to be sure they are accurately reflected in our population. **ALL people – regardless of race, age, sex, family, or citizenship status – must participate and have an EQUAL voice.**
- 40% of North Carolina households have NOT completed the 2020 Census. **That's more than 4 million North Carolinians who have not responded.**

- **This undercount for North Carolina risks \$7.4 billion per year** for health care, education, highways, community services, economic development, and more.
- And many of North Carolina's undercounted are in rural areas; towns where military families reside; eastern counties impacted by storms; communities with limited access to health care; where our elderly rely on services; and where many minority populations call home. **These are people who rely on programs and services funded by a complete census.**
- **We also risk gaining representation – a bigger voice for all North Carolinians.** With a complete count, North Carolina is expected to gain one more seat in the US House of Representatives.
- We are overwhelmed with new and systematic challenges. The COVID-19 pandemic, systemic racial bias, inequitable resources, and now misleading information about the Census and a shorter census deadline.
- So now is the time for ALL leaders – municipal, community, faith, or otherwise – to encourage everyone in North Carolina to be counted in the 2020 Census. **Our state needs your help and we are running out of time.**
- Our communities are being bombarded with misleading and fearful information that serves to suppress response to the 2020 Census. **Our Leaders and Census Advocates must continue to build trust in the benefits and purpose of the 2020 Census.** Use your access to churches, community centers, local charities, local media, and your main streets to share information.
- We need every person living in North Carolina to count for our state. Every person must stand up to attempts to undermine the Census and be sure they are counted to improve their futures for the next 10 years.
- We also want to be sure North Carolinians respond before a census worker comes to your door. **Responding before a census worker comes to your door ensures a more complete count and is the best way to avoid in-person contact.**
- So even though door-to-door counting started on August 11<sup>th</sup>, you can respond on your own by calling 844-330-2020 or going online at [my2020census.gov](https://my2020census.gov). **There is no need to wait.**
- We have a lot to overcome, and **it has never been more apparent that we must be our own advocates.** This is a duty to yourself, your family, your community, and your fellow North Carolinians.
- The 2020 Census is easy – it only takes 10 minutes. **Please take 10 minutes to shape your future for 10 years.**

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