

Checklist Letter to CEOs

Thank you for your support of the 2020 Census Get out the Count efforts. A complete count for Texas, and North Texas, is incredibly important to the future vitality of our state. Just a 1 percent undercount could cost our state \$300 million annually, so ensuring that every Texan is counted keeps us from leaving money on the table.

Without state or federal resources for a Complete Count campaign, it is incumbent upon volunteers, businesses and civic groups to spread the Get out the Count message. That's why we're asking you to help us with an Employer-to-Employee (E2E) campaign. Here's what that entails:

- ✓ Utilizing your employee communication platforms, please share the message with your teams to participate in the Census
- ✓ Download our free social media graphics, animated videos, letter to employees and messaging to use with your employees
- ✓ In addition, consider putting these messages on your internal internet and around your company's office
- ✓ Designate an employee to serve as a Census ambassador
- ✓ Host a Census kiosk in late March, early April 2020 in your company's lobby to educate employees about the Census and to answer any questions

For timing, now through the end of 2019, we'll be focused on developing the toolkit and raising awareness among the business community. Starting in January 2020, we will ask the business community to kick off their E2E campaign ahead of the April 1 start of the Census.

Thank you again for your help in raising awareness of the 2020 Census. Through your communication to your employees, we hope they will in turn share the message to their networks and help Texas achieve a complete count.