

• M A K E D E K A L B C O U N T •

CENSUS 2020

#COUNTMEINDEKALB

Dear Business Owner,

The DeKalb County 2020 Census Team needs your help with getting an accurate population count in the 2020 Census. Data from the count is an important tool utilized by businesses every day, and its accuracy is critical for strengthening the economy.

For every DeKalb resident who is not counted, the county loses \$2,341 per year for 10 years, or \$23,410 total per person, in federal assistance program allocations. The sheer scope of the potential loss in federal financial support is alarming and imposes an urgency upon our efforts. It is not just federal dollars at stake, but also government representation for our county/state and funding for vital programs.

We need your help to reach the typically “hard-to-count” segments of the population, including children under 5, seniors, veterans, the disabled, non-English speakers, and of particular interest to our business community, young professionals who tend to be very mobile.

You can help by completing our Business Survey here - <https://arcg.is/1r5mHK> - and allowing us to place a poster, yard sign, and/or window cling at your business.

Other ways to assist are:

- **Digital Media:** Post messages, videos and a link to the County's 2020 Census web page - <https://dekalbcoun2020.org/> - on company websites, Twitter, Facebook, Instagram and YouTube encouraging participation.
- **Include inserts promoting the census** in bills, statements, or other correspondence with customers.
- **Encourage employees to complete their census** questionnaires and potentially allow them to do so at work in a private common area equipped with computers or tablets.
- **Run promotional messages** (possibly in multiple languages) in weekly store circulars or other customer publications.

Get in contact with the DeKalb 2020 Census Team if you would like to volunteer and offer your expertise:

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