Missouri Counts: 2020 Census Seasonal Messages

*Prepared by Missouri Foundation for Health*

In addition to our [message guide](https://mffh.org/wp-content/uploads/2019/10/Missouri-Counts-Census-Message-Guide.pdf), the moments below offer additional opportunities to weave Census messaging into your communications and reiterate the importance of participation to your community members. You can use these as talking points in meetings, presentations, earned media conversations, newsletters, employee/membership emails, social media posts, and more.

January 2020

* New Year–January
	+ With the new decade comes a new chance to be counted in the Census! If we aren’t all counted in the 2020 Census, Missouri will be shortchanged for the next decade. For every adult and every child that is not counted, our state will lose $1,300 in federal dollars every year. That adds up to $13,000 per person over the next 10 years. Those are funds that we won’t get for our roads and bridges, hospitals, and schools.
* Winter Travel – January
	+ Winter travel and bumpy roads [insert specific road in your community if applicable, e.g., ‘on I-270’] got you down? The good news is that in just a few months, we have a chance to respond to the 2020 Census. And when we all respond, Missouri gets more money to pave our roads and rebuild bridges.

February 2020

* American Heart Month – February
	+ During American Heart Month, we must remember to prioritize the health of all Missourians. And that means making sure that [community name] gets the support we need for health care by responding to the 2020 Census. When we all respond, our health care programs and community health centers get more funding to take care of our family, friends, and neighbors. When we’re not all counted, hospitals could close, forcing people to drive hours to get care.
* Black History Month – February
	+ February is Black History Month—and as we recognize the achievements and central role of African Americans in our history, let’s also recognize the potential of the future. The 2020 Census is our chance to make our voices heard. If we don’t respond, we risk losing representation in Congress. 2020 and the years that follow will be an important time to make sure our community is represented.
* Valentine’s Day – 2/14
	+ Happy Valentine’s Day to Missouri! There’s a lot to love about our state. Show Missouri, and [community name], how much you care by getting the word out about the 2020 Census. When every Missourian is counted, we get more money for roads and bridges, hospitals, and schools.
* President’s Day – 2/17
	+ Happy President’s Day! We are nearing the 2020 primary election here in Missouri, and as we think about the elected leaders we want to represent us, let’s also think about the future we want for our state and community. The 2020 Census is our chance to make our voices heard. If we don’t respond, we risk losing representation in Congress. So when you cast your vote next month, don’t forget to also respond to the 2020 Census at my2020census.gov—because we can’t risk losing another voice for Missouri in Washington, D.C.

March 2020

* Spring Break in Missouri Public Schools – March
	+ As you’re enjoying some extra time with your kids during spring break, don’t forget about the importance of counting them in the 2020 Census. The Census happens once every 10 years. If we don’t count our young children living at home, our community will have less funding for schools, child care, and other services our children need to grow up strong. You can respond now at my2020census.gov!
* Spring Break in Missouri Colleges – March
	+ As you’re enjoying some extra time away from the classroom during spring break, don’t forget about the importance of responding to the 2020 Census. It’s everyone’s civic duty to respond and make your voice heard! You can respond online now at my2020census.gov. If you live away from home and in off-campus housing, you should respond. If you live in a dorm or other on-campus housing, your college or university will be coordinating the count. If you are living at home with your parents, you should be counted at your home address.
* National School Breakfast Week – 3/2-3/6
	+ National School Breakfast Week is all about the importance of fueling our children to study hard and live up to their potential. But did you know the Census is connected to funding after-school programs and lunches for children in Missouri’s schools? When we all respond, our schools get the money they need to take care of our kids and help them thrive. Starting next week, you can respond to the 2020 Census at my2020census.gov!
* Self-Response Begins – 3/12
	+ Respond to the 2020 Census TODAY at my2020census.gov! The Census happens every 10 years. If we aren’t all counted in 2020, Missouri will be shortchanged for the next decade. Help us get the word out and make sure your fellow Missourians know to respond to the 2020 Census. Because Missouri Counts!
	+ You can now respond to the 2020 Census at my2020census.gov! This is our chance to make sure the hard-earned tax dollars we send to Washington, D.C. make their way back to Missouri. For every adult and every child that is not counted in the Census, our state will lose $1,300 in federal dollars every year. When every Missourian is counted, we get more money for roads and bridges, hospitals, and schools. Respond to the 2020 Census. Because Missouri Counts!
	+ Respond to the 2020 Census TODAY! It’s easy. Just nine simple questions. And you can respond online at my2020census.gov, toll-free at 844-330-2020, or by mail.

April 2020

* Fair Housing Month – April
	+ During Fair Housing Month, don’t forget to respond to the 2020 Census at my2020census.gov! When we all respond, programs like the Section 8 housing choice vouchers can help more Missouri seniors, people with disabilities, and families with children get affordable housing.
* Library Week – 3/30-4/5
	+ Happy Library Week! We are very grateful for [name of library] here in [community name], and all the ways it helps make our community a better place. And we are especially grateful that they are helping Missourians respond to the 2020 Census! Visit my2020census.gov TODAY to respond and make sure that our hard-earned tax dollars come back to Missouri.

May 2020

* Small Business Week – 5/3-5/9
	+ We love supporting small businesses here in [community name]. And we know they use Census data to make important decisions. Data can be used to identify locations for new opportunities, from manufacturing plants to restaurants. It can also help businesses better understand a customer base or potential employees. But this data is only useful if it is complete. Respond to the 2020 Census TODAY at my2020census.gov to ensure that our small businesses have the tools they need to grow and thrive.
	+ We love supporting small businesses here in [community name], and we know how important the 2020 Census is for allowing more small businesses to thrive. When we all respond, Missouri gets its fair share of funding for infrastructure projects like roads, bridges, and high-speed internet. We need a stronger infrastructure that helps businesses operate, grow, and succeed. Respond to the 2020 Census TODAY at my2020census.gov!