

Rural Week of Action
August 2 - 8, 2020

SAMPLE CALL TO ACTION MESSAGE (NON - SOCIAL MEDIA)

April 1st was Census Day – but the Census is still on going. People who have not responded can still respond by internet, phone, or mail. I am asking you to help us spread the message: The 2020 Census is still taking place and it important for Rural America to be counted!

We ask that you encourage everyone to respond to the Census and to challenge their friends to do the same. During the Rural Week of Action (August 2 – 8), we want Rural America to say with one loud voice: It is Time to Be Counted! The more people are encouraged, the more people respond to the 2020 Census!

You can share this message through local radio, newsletters, bulletin boards, local newspapers, marquees, PSAs, YouTube, flyers, and/or email, and social media – anywhere you deem fit! Please be sure to include the #ShapeYourFuture and the hashtag in social media messaging!

Thank you for being a “trusted voice” in the community. Please feel free to reach out to me if you have questions, need sample content to share, or want other creative ideas on how to share information about the Census.

Let’s get EVERYONE counted in the 2020 Census!

SAMPLE CALL TO ACTION MESSAGE FOR SOCIAL MEDIA

April 1st was Census Day – but the Census is still on going. People who have not responded can still respond by internet, phone, or mail. I am asking you to help us spread the message - the 2020 Census is still taking place and it important for Rural America to be counted! I am also asking you to participate in a social media challenge by taking the 2020 Census Social Media Pledge.

During the week Rural Week of Action (August 2 – 8), we want Rural America to say with one loud voice: It is Time to Be Counted!

Here are a few suggested ways you can help us get the word out on social media.

- a. Include #ShapeYourFuture and #2020 Census in your social media posts.
- b. Share information about the census and why it is important to respond.
- c. Record a video on your phone or tablet device about why it is important for everyone to complete the Census.
- d. Pledge to complete the 2020 Census and inspire others. Tell everyone—your friends and family, neighbors, and co-workers—that you will complete (or have completed) the census and that they should respond now, too!
 - 1) Post the pledge to social channels to show your support in responding to the census.
 - 2) Customize your pledge (English/Spanish).
 - 3) Tag other friends and challenge them to take the pledge and complete the census as well.
- e. Instagram Stories: Post the pledge to your IG story and tag the friends you are challenging, then post a second slate with the blank pledge so friends can easily share the graphic from there!

Sample

DYK the #2020Census informs hundreds of billions in funding for things like education and health programs that communities need? The 2020 Census is still taking place and it important for Rural America to be counted! I pledge to complete the 2020 Census and I am challenging [@ your friends!] to do the same.

The more people who participate, the more impactful, so share this asset far and wide to your network and ask them to participate in this social media pledge by August 8.

Thank you for representing your community as a “trusted voice” and for taking from your day to read this message. Feel free to reach out to me if you have questions, need sample content to share, or want more creative ideas on how to share about the Census.

Let’s get EVERYONE counted in the 2020 Census!