



Thank you for helping Colorado!
COUNT ME IN TOOLKIT SCRIPTS

Here are talking points, email scripts, and social media scripts to inspire your conversations.

Suggested Email Script

Just popping in your email box to remind you to answer the 2020 US Census. It's 100% safe and secure to answer and means so much to both of us, our families, and our community.

Here's some fun info about it: <https://boomersleadingchange.org/wp-content/uploads/2020/04/2020-count-me-in-2.pdf>

It's super easy to respond online. Seriously, it only took me about 5 minutes.

And this year it's so important we respond early because they may not be able to get a full count using door-to-door counters due to the virus.

If we undercount, we lose our fair share (about \$7.5B or \$2,500 per person, per year) of funding for:

- Medicare
- Medicaid
- Road and bridge repair (which we desperately need)
- Hospital funding
- Food Stamps
- School funding
- Older adult housing and services like Meals on Wheels, just to mention a few

Those are some important issues to all of us.

Thanks!

Your Name

P.S. Be sure to drop me a note that you responded. We're all in this together.

Suggested Facebook Post

Image suggestion: post with a multi-generational picture of your family

Want to do something fun while in quarantine? Download this fun word search puzzle to discover all the ways being counted in the 2020 Census helps you, your family, and Colorado. Then join me in responding to the US Census!

<https://boomersleadingchange.org/wp-content/uploads/2020/04/2020-count-me-in-2.pdf>

@BoomersLeadingChange

Suggested Twitter Post

Want to do something fun while in quarantine? Download this fun word search puzzle to discover all the ways being counted in the 2020 Census helps you, your family, and Colorado.

<https://boomersleadingchange.org/wp-content/uploads/2020/04/2020-count-me-in-2.pdf>

#BoomersLeadingChange

Suggested Instagram Post

Image suggestion: post an image of you at a pothole, or school, or bridge, or your smiling mug will do too! Otherwise feel free to share the fun and engaging image below.

Have fun finding all the ways you benefit from being counted. Then be sure to join me in responding to the US Census. #BoomersLeadingChange

There's more!

The "Kitchen Sink" Script

The COVID 19 virus has taken over the daily news and pushed something really important to Colorado to the back burner.

The 2020 Census count will impact our state for 10 years.

And right now, barely 554 of the state has responded.

In the past we've been able to knock door-to-door to get an accurate count, but with the virus, we don't know if we'll have a big enough window to count everyone.

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Plus, we might get another House seat and a bigger voice in Congress.

You get three safe and secure ways to respond to the Census—it only takes 5 minutes online.

You can play a FREE [word search game](#) to find all the vital programs that get funded with Colorado's fair share of \$1.5 trillion (\$2,500 per person, per year) in federal funding.

You can make an appointment with your kids or grandkids to answer the Census together online here. <https://2020census.gov/en/ways-to-respond/responding-online.html>

If you haven't already, can you respond to the Census?

Can you get back to me when you're done with your response?

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Thank you!