

Sample Text Messages



Text messages are a great tool to use to encourage people to fill out the census if you've corresponded with your community via text before and if you have a pre-tested and pre-existing program to send them out. Below are some sample text messages:

▶ **SAMPLE 1:**

Hey [name],

Have you filled out the 2020 Census?

We know, sounds like a boring form. But the census does a lot for us. With a complete count of every person living in New Mexico, our state receives federal funding for a 10 year period. That money goes towards our roads, schools, public safety, healthcare and so much more! And we all rely on these things every day.

Have 10 minutes to spare? Fill out the census now at 2020census.gov

▶ **SAMPLE 2:**

Hey [name],

Have you filled out the 2020 Census?

When you think of the census, you probably think of a knock at your door, right?

Well this year, it's easier than ever to fill out the census! And we need everyone to do it in order for New Mexico to receive the federal funding we all rely on for the next 10 years.

Fill it out online, by phone, or by mail. Learn more at 2020census.gov.

▶ **SAMPLE 3:**

Hi [name]!

It's time to fill out the 2020 Census! And it only takes 10 minutes!

What does the census do for you? It ensures that New Mexico receives federal funding for the next decade—funding that supports our roads, schools, public safety, and more. We all rely on these things every day, so make sure you're counted.

Fill out your census online, by phone, or by mail today at 2020census.gov

Remember: 10 minutes, 10 years of funding.

▶ **WANT TO MAKE YOUR OWN? IT'S EASY!**

Messages that are more local and personal are always better. Use the scripts above as samples or make your own! Follow the simple structure below to make sure your message is simple, concise, and covers everything you need to.

Sentence 1: Explain what the 2020 Census is.

Sentence 2: Talk about how it impacts your community.

Sentence 3: Add your call to action! Direct people to 2020census.gov.