

# Sample Employee Email Message



Hello *[insert company name]* Team,

We hope you and your families are healthy and staying safe during this challenging time. We are all concerned for the health of our neighbors and community. While our immediate attention is on responding to COVID-19, we need to make sure that we also participate in the 2020 Census. Both of these actions impact New Mexico for years to come.

This is a time when we can come together and prove that we can make a difference through collective action. When we all self-distance, we are able to flatten the curve; and when we all fill out our census, we are able to improve our communities' future.

**The census is a simple, 10-question form that happens once every decade** in an effort to count everyone who lives in the United States. It determines how more than \$800 billion in federal funds are distributed to communities across the US, including more than \$7 billion per year right here in New Mexico.

The funding supports important things like roads, schools, healthcare, public safety, and other essential service programs. It also ensures that our state receives equal representation in Congress, the State Legislature, and in our city government.

**New Mexico is the hardest state in the nation to count.** It is critically important for you to fill out the census and encourage your family, friends, and neighbors to do the same. **Just a one percent undercount in New Mexico means a loss of \$780 million dollars over the next ten years.**

Here's what you need to do:

1. Complete your census form online, by phone, or by mail. Fill it out today at [my2020census.gov](https://my2020census.gov) or by calling (844)330-2020.
2. Count everyone in your household on your census form. This includes babies, children, and anyone else who lives with you.
3. Encourage friends, family, neighbors and colleagues to do the same.

If you have additional questions about the census, please visit [2020census.gov](https://2020census.gov) or call (844)330-2020.

Best,  
*[Name of person sending email]*



[2020census.gov](https://2020census.gov)  
(844) 330-2020