

# PHONE BANKING SCRIPTS

**If they answer:**

Hello [name], this is [name] calling on behalf of [organization] to remind you about the 2020 Census.

**OR:**

Hello [name], this is [name] calling to remind you about the 2020 Census.

**Q1:** Have you received information from the U.S. Census Bureau on how to respond to the 2020 Census?

**If yes to Q1:**

**Q2:** Great! Have you completed the form?

**If yes to Q2:**

Thank you for doing your part to shape the future of New Mexico for the next decade! Have a great day.

**If no to Q2:**

For every person counted, New Mexico receives federal funding for healthcare, schools, roads, education, and more. Make sure you count everyone in your house, including babies, relatives, roommates, or anyone else who stays with you.

The form is 10 simple questions and takes just about 10 minutes to complete. Your answers are secure and will not be shared with any other government entity.

Can we count on you to complete your 2020 Census today?

**If yes:** Great! Thank you for doing your part to shape the future of New Mexico for the next decade! Have a great day.

**If no:** I understand, however, our best chance of making sure New Mexico has enough resources for everyone is through the census. It only takes 10 minutes and shapes our future for a decade. If you'd like, you can learn more about the census at [2020census.gov](https://2020census.gov).



**i COUNT NM**  
i count because i care

**If no to Q1:**

We encourage you to fill out your census as soon as you receive your form from the US Census Bureau. Because of COVID-19, some households may be getting their form later than expected.

For every person counted, New Mexico receives federal funding for healthcare, schools, roads, education, and more. Make sure you count everyone in your house, including babies, relatives, roommates, or anyone else who stays with you.

The form is 10 simple questions and takes just about 10 minutes to complete. Your answers are secure and will not be shared with any other government entity.

Can we count on you to complete your 2020 Census as soon as you receive information from the Bureau?

**If yes:** Great! Thank you for doing your part to shape the future of New Mexico for the next decade! Have a great day.

**If no:** I understand, however, our best chance of making sure New Mexico has enough resources for everyone is through the census. It only takes 10 minutes and shapes our future for a decade. If you'd like, you can learn more about the census at [2020census.gov](https://2020census.gov).

**If not sure to Q1:**

The US Census Bureau has sent most households an invitation to respond or the full census form in the mail. However, some households have not received this information due to field operation delays in response to COVID-19.

If you have not yet received your invitation from the US Census Bureau with your unique ID, don't worry. You have plenty of time to respond. Your packet should arrive as soon as Census Bureau field operations resume, which will be no later than mid-July.

If you have questions about receiving your form visit [2020census.gov](https://2020census.gov) or call (844)330-2020.

Can we count on you to complete your 2020 Census as soon as you receive information from the Bureau?

**If yes:** Great! Thank you for doing your part to shape the future of New Mexico for the next decade! Have a great day.



**If no:** I understand, however, our best chance of making sure New Mexico has enough resources for everyone is through the census. It only takes 10 minutes and shapes our future for a decade. If you'd like, you can learn more about the census at [2020census.gov](https://2020census.gov).

**Other questions?**

Refer to the FAQ's on page 4

**If they don't answer:**

Hi *[name]* this is *[name]* with *[organization]*.

I'm calling to remind you about the 2020 Census. The census informs how billions of dollars are distributed in New Mexico for the next 10 years. These dollars go to schools, healthcare, public safety, other essential programs, and more. Please fill out your form as soon as you receive information from the U.S. Census Bureau.

When you fill it out, remember to count everyone who lives in your house, including babies, relatives, roommates, or anyone else who stays with you.

Learn more at [my2020Census.gov](https://my2020Census.gov) or call (844)330-2020.



# PHONE BANKING FAQ'S

**Q: How did you get my phone number?**

A: Phone numbers are randomly generated by a computer and selected to be called. We're calling to make sure that every person in New Mexico knows that they should fill out the 2020 Census.

**Q: What is iCount New Mexico?**

A: iCount New Mexico as it's statewide, collaborative outreach effort that was created to promote the 2020 Census, focus resources on hard-to-count areas and populations, and ensure the highest participation rate possible for New Mexico in the 2020 Census.

**Q: Who do I include on my census form?**

A: Everyone who lives in your home most of the time. This includes babies, relatives, roommates, or anyone else who stays with you.

**Q: Will they ask about my citizenship status?**

A: No. There is not a citizenship question on the census.

**Q: Do I fill out the census if I'm not a citizen?**

A: Yes. All people living in the U.S. need to fill out the census regardless of citizenship status. You will not be asked about your citizenship status on the census.

**Q: Is my information confidential?**

A: Yes. By law the U.S. Census Bureau cannot share your information with law enforcement agencies or allow it to be used to determine your eligibility for government benefits.

**Q: Will they ask for my social security or credit card numbers?**

A: No. They will not ask for your social security or credit card numbers. If you suspect that your form is a scam, call (844)330-2020 and talk to a US Census Bureau representative.

**Q: How long will it take to complete the census?**

A: It has 10 simple questions and will take about 10 minutes to fill out.

**Q: How can I fill out the census for my household?**



A: For the first time ever, the census is available online. You can also complete it over the phone or mail it in. Fill it out as soon as you receive your invitation or the physical form from the U.S. Census Bureau.

**Q: What if I haven't received an invitation or the physical form in the mail yet?**

A: If you have not received your invitation from the US Census Bureau with your unique ID, don't worry. You have plenty of time to respond. The Bureau had to delay dropping off forms in person to keep our communities safe during COVID-19. Your packet should arrive as soon as Census Bureau field operations resume, which will be no later than mid-July.

**Q: When is the deadline to complete my census?**

A: Complete your census as soon as you receive your ID code or your form. The timeline of completing your census has been shifted due to COVID-19. As of right now, the deadline to complete your census is August 14th.

