Customizable Handout to Engage Business Owners and Operators for the 2020 Census

***Instructions:*** *The handout below (2 per page) is meant to be given directly to a business owner or operator, but it can be altered for other purposes as well. It explains why the 2020 Census is important for the economy and encourages businesses to engage in a specific census activity, which is left blank and highlighted in yellow. This detail must be completed prior to using.*

*ReadyNation has also developed an insert that business owners can distribute to customers and employees in a variety of ways including grocery bags, take-out food and employee paychecks. It can also simply be used as a handout. You can find it here, and a version with no logos here.*

**Improve your Community. Support the 2020 Census.**

A complete count in the 2020 U.S. Census will be important for our economy over the next 10 years, and for our recovery from COVID-19. When everyone in our community completes a census form, we will get our full share of federal resources and investments that will directly assist businesses and customers. The good news is that the 2020 Census is designed to be completed at home without ever having to meet a census taker, and you can help by encouraging employees and customers to participate. If possible, kindly [insert action item here].

 Census data helps to:

* Allocate millions of dollars in federal funding each year for hospitals, emergency services, schools, roads, workforce development and much more.
* Determine the distribution of resources for various federal business loan programs and to provide a foundation for some of the conventional support offered through Small Business Administration offices and partners around the country.
* Provide businesses with important data to help strategically inform where to open a new store or what products to stock on shelves.

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