

CODE-U messaging for Use 6/15/2020 or Afterward

Draft Email to All Affiliates

Be Counted! Be Heard!

Join the New Jersey State AFL-CIO to ensure that every union household and family member is counted in the 2020 United States Census.

We live in the most diverse state in the nation, made up of population groups that are historically less likely to respond to the census, especially among people in the cities. The stakes are high and we all must do our part to make sure each and every person living in a union household is counted. Census 2020 will only ask for very basic information like age, gender, and race/ethnicity. **Questions about citizenship or immigration status will NOT be asked!**

Fair government representation and federal funding that benefits working families and our communities are at stake. Access to affordable housing, early childhood education, child care, and programs such as children's health insurance are directly impacted by the census. Investments in our public schools and universities, public transportation systems, highways, roads, bridges, and hospitals will be impacted by the census. Nationwide, more than \$1.5 *trillion* in government, business, and job-creating spending will be influenced by the census.

Completing the census takes less than 10 minutes. It can be completed online, by mail, or by phone. Visit njafclcio.org/census and be counted. Make sure New Jersey gets its fair share of federal funding. **Make sure every person living in a union home is counted today.**

Attached please find sample CODE-U messaging for the week of June 15, 2020. Union members appreciate factual information from their union. We encourage you, under your signature and union banner, to broadly share, send, text, tweet and post on your union's social media pages. Contact COPE Director John Shea at cope@njafclcio.org or (609) 989-8730 with any questions.

Working together, New Jersey's working families will be fully counted in the 2020 census.

In Unity,



Charles Wowkanech
President



Laurel Brennan
Secretary-Treasurer

Draft Text & Tweet message:

NJ AFL-CIO: Every person counts! Fill out the census online, by mail, or by phone today. For details go to njafclcio.org/census


Draft Facebook:

Post Text: Make sure you fill out the 2020 Census to make sure that every community in New Jersey gets the resources it needs! The census can be completed any time between now and October 31 and questions about citizenship or immigration status will NOT be asked!


Post links to: njafclcio.org/census

Every Union Household Counts

TEXT NJLABOR TO 235346



Join the New Jersey State AFL-CIO in ensuring that every working person and family is counted in the 2020 census.



The deadline to fill out the Census is **October 31**



Click Here to Fill Out the 2020 Census

Draft Website Post:


Labor Counts! Make your voice heard in the 2020 Census

Did you know that census data helps determine more than \$1.5 trillion in federal funding for education, healthcare, and housing programs? Join us in this effort to got-out-the-count! #LaborCounts # 2020 Census.


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Every Union Household Counts


TEXT NJLABOR TO 235346



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The deadline to fill out the Census is **October 31**



Click Here to Fill Out the 2020 Census

By Phone **Online** **By Mail**

Draft blast email:

Dear (first name):

Every Union Household Counts!

Is your next 10 years worth 10 minutes now?

It only takes 10 minutes to fill out the 2020 Census, and your answers will help shape how the government spends trillions of dollars in the next 10 years.

Make sure your voice is heard. Make sure New Jersey gets its fair share of federal funding. Make sure every working person and family is counted.

The New Jersey State AFL-CIO urges you to fill out the 2020 Census before October 31. You can do it by phone, online or by mail.

Questions about citizenship or immigration status will NOT be asked!

[CLICK HERE](#) to get started.