

Hello (Local Complete Count Committee Leaders; Community Leaders; Census Activists):

I hope that this email finds you all well.

The current public health emergency has caused many things to change, but some essential processes must continue. One of those is the Census.

There's good news to report about our Census efforts. New Jersey is doing relatively well with our Census self-response. That's a real testament to the work that we've all done letting people know how important it is to fill out their Census. But our response rate will improve only if we continue to push for a complete count right now. We can't slow down.

To keep this all going, and to help you with your great work, **we are launching the NJ Friends and Family Census Outreach Project**. It's very basic and built on the notion of a phone tree. And it's easily done from the comfort of your home.

How does it work? – Ask at least five (5) friends, neighbors or family members to fill out their Census form. And then ask those who agree to call 5 of their friends and family members. And so on, and so on. The concept is in keeping with the idea that trusted voices will be the ones to convince others to fill out the Census. And who is more trusted than friends, neighbors or family members?

We'll provide everything needed for volunteers to get started making calls. The Project toolkit includes a basic call script with information about what needs to be done to easily fill out the Census; why it's safe and why it's so important to a community's residents and families. It also includes an online feedback form, which can be filled out anonymously, to tell us about our progress. A Spanish language version of the call script is also available on the Toolkit page.

**So what do we need from you? Here is our ask.** Of course, we'd like you all to make the calls. But we also need you to send this request out to all of your contact lists along with the information that we've provided here. You can use this email as a basis for your own email. Then please follow up and get commitments from those you contacted. This is important because the project will be much more effective with those commitments.

Our plan is to also promote this project online and to repeat it several times and on specific Census Days of Action.

It's basic, and easy, and we hope you'll join in. We think it will help you with your Census outreach efforts and help increase response rates.

**Here's the link to the NJ Friends & Family Census Outreach Toolkit:**

<https://nj.gov/state/census-outreach.shtml>

Let us know you're in. And as always, we welcome any questions or suggestions.

I'll look forward to hearing back from you.