

# #CollinCountyCounts

## Checklist Letter to CEO

Thank you for your support of the 2020 Census Get out the Count efforts. A complete count for Texas, and North Texas, is incredibly important to the future vitality of our state. Just a 1 percent undercount could cost our state \$300 million annually, so ensuring that every Texan is counted keeps us from leaving money on the table.

Without state or federal resources for a Complete Count campaign, it is incumbent upon volunteers, businesses and civic groups to spread the Get out the Count message. That's why we're asking you to help us with an Employer-to-Employee (E2E) campaign. Here's what that entails:

- ✓ Utilizing your employee communication platforms and sharing the message with your teams to participate in the Census
- ✓ Consider putting these messages on your internal intranet and around your company's office
- ✓ Designate an employee to serve as a Census ambassador
- ✓ Sharing Census infographics and social media content, which can be found at [www.collincountycounts.com/corporate-resources](http://www.collincountycounts.com/corporate-resources)

Now is the time that we are asking the business community to kick off their E2E campaign ahead of the April 1 start of the Census. Thank you again for your help in raising awareness of the 2020 Census. Through your communication to your employees, we hope they will in turn share the message to their networks and help Texas achieve a complete count.