

2020 Census Communications Toolkit for Property Managers

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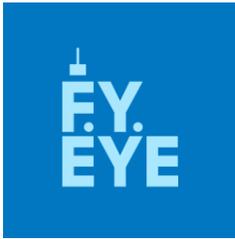
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1. Background

Right now, New York's Census response rate is extremely low and way below the national average. With just over 50% of NYC households counted, our communities are at risk of losing billions of our own tax dollars and two representatives in Congress to other states.

It's not too late to encourage and inspire New Yorkers to do their part and property managers with large real estate holdings have a key role to play in this final push to get every single New Yorker to complete the two-minute Census questionnaire to insure our community secures the economic and political power we are entitled to.

This Communications Toolkit is crafted by [F.Y. Eye, Inc.](#) F.Y. Eye is a New York nonprofit advertising group to build public awareness about social, civic, educational, legal, financial and health-related resources available to people in need. Enlisting the [F.Y. Eye PSA Network](#), an ecosystem of digital displays located in high-traffic nonprofit centers, and their Impact Artist Collective, F.Y. Eye is building awareness, urgency and confidence in the 2020 Census through a range of [creative and strategic GOTC initiatives](#)



to make sure New York gets its fair share of federal funding and congressional representation. For more information, please visit www.fyeye.org or reach out with any questions or suggestions you may have at info@fy-eye.org.

2. Why You Should Care

The COVID-19 pandemic has put incredible strain on our City's spirit and resources. The road to recovery is uncertain, but completing the 2020 Census is one easy way we can each do our part to ensure New York secures the federal funding and political representation we will need to rebuild in the wake of this pandemic.

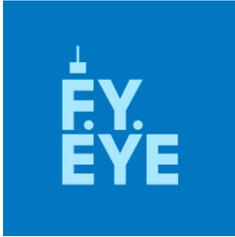
For every 1% of the population missed in the 2020 Census, New York City could lose nearly \$7.3 million in critical federal funding for education annually for the next decade. Property values in New York are directly impacted by the quality of district public schools. An undercount in your district means less funding for neighborhood schools near your real estate holdings. In addition to education, federal funding allocations based on Census counts go to other essential community services that influence home values including healthcare, transportation, and infrastructure improvements. We all have a stake in achieving a complete count of every New Yorker and with less than 45 days left to complete the count, we need all hands on deck to get the job done.

3. How Property Management Companies Can Make A Difference

Together, property management companies can reach and inspire millions of New Yorkers to complete the 2020 Census through online and offline channels they use to communicate with residents, including those that have left New York City during the pandemic.

4. Shareable Marketing Materials

To make it easier to participate in this critical civic action, F.Y. Eye has produced a variety of marketing materials that you can easily drop into your online communications (e.g., newsletters, memos, social media), and/or print and post in your buildings and



around your neighborhood (e.g., bulletin boards, high-visibility windows, local business storefronts.)

This toolkit provides compelling messages and graphics for you to share with your residents, reminding them that time is running out and that their Census response matters.

[Sample 2020 Census Letter:](#)

This is a sample letter encouraging residents to complete the 2020 Census. Please feel free to copy and paste all or part of the letter into your building's e-newsletter or memo. Feel free to edit the letter, or even better—draft your own!

[2020 Census Graphics:](#)

These graphic 2020 Census messages can be included in e-newsletters, memos, social media posts and they can be printed and placed in high-visibility locations in your building and taped to your window.

Key Messages:

- NYC is your home, even when you're not here. Our city's recovery will depend on the 2020 Census. Complete it for yourself, and for everyone else. Fill it out at my2020Census.gov today.
- Did you know that with just over 50% of NYC households counted, our city is at risk of losing billions of our own tax dollars and two representatives in Congress to other states? Don't allow New York to go uncounted, visit my2020Census.gov and complete your Census form today.
- For every 1% of the population missed in the 2020 Census, New York City could lose nearly \$7.3 million in federal funding for education annually for the next decade. An undercount in your district means less funding for neighborhood schools, which could influence property values. Own your future. Visit my2020census.gov to complete the Census today.



Sample Social Media Messages:

- NYC is your home, even when you're not here. Our city's recovery will depend on the #2020Census. Complete it for yourself, and for everyone else. Fill it out at my2020Census.gov today.
- We're all in this together and we need your count. Visit my2020Census.gov and complete the #2020Census today.
- Schools and hospitals will need every tax dollar NYC can get to recover from the COVID-19 pandemic. Do your part and complete the 2020 Census to get New York the stimulus we need. Get started by visiting my2020Census.gov today.

Hashtags to Use:

- #2020Census
- #GetCountedNYC
- #WeCountNYC
- #NYCounts

5. Contact Us

Please keep us updated on your roll out and follow us on [Twitter](#), [Instagram](#), or [Facebook](#), so we can amplify your effort to get out the count!

If you have any questions and/or suggestions, get in touch by emailing us at info@fy-eye.org.