

## **MeckCounts Speaker's Resources: Elevator Speech**

*Here is an elevator speech about the 2020 Census and why it's important. We also have talking points for stakeholder audiences along with a full Communications Toolkit.*

The census is really important for Mecklenburg County. The census count helps bring valuable resources to our community, such as federal funding for things like healthcare, education and transportation. It also impacts our representation in government and our ability to plan for the future. Starting in March, we need everyone in Mecklenburg County to "Make it Count" by completing the census. The census is convenient, safe, required and important. Complete it today at [my2020census.gov](https://my2020census.gov).