

MARCH TO THE MAILBOX FACTSHEET

When: April 10, 2010 (Recommended)

What: 2010 Census partners adopt low-participation tracts and stage highly visible neighborhood events with several hundred volunteers. Neighborhood events—such as parades, marches, walks, rallies, and motorcades—will be held in approximately 6,000 low responding census tracts in the 50 states, the District of Columbia, and Puerto Rico.

During these events, volunteers will converge on the streets and high traffic areas to encourage residents to “March to the Mailbox” and mail back their census forms. This volunteer mobilization in targeted areas will elevate the message that it is not too late to mail back the household form.

How: Contact your regional partnership specialist (http://www.census.gov/regions/detroit/www/partner_information/) to find the low-responding tracts and coordinate with other partners working in that tract. The Census Bureau will provide the following materials for the volunteers and event: T-shirts, baseball caps, parade banners, lawn signs, air horns, rally signs, pennants, and fliers. The Census Bureau will also add additional radio advertising for one week, starting April 3rd.

Why: The Census Bureau saves approximately \$85 million in operational costs for every percentage point increase in the national mail response rate. March to the Mailbox is one last motivational push for non-responding households to fill out and mail back their questionnaires.

Messages:

“Today, We Count”

“Fill It Out, Mail It Back”

“If you have already mailed back your Census form, thank you!”

PRIMARY MESSAGE: “If you have not yet mailed back your Census form, please do so now and include everyone in your household.”

If you did not receive a Census form or cannot locate it, call the Telephone Questionnaire Assistance Center for assistance. (See flier for phone numbers).

Background:

The Census Bureau will identify low-responding census tracts by April 1st. By April 10, 2010, residents in historically low-responding areas should have received their original questionnaire and a replacement questionnaire, as part of the normal 2010 Census operation. “March to the Mailbox” will remind residents that they still have time to mail back their census questionnaires. In May, census takers will begin collecting census information from nonresponding households in a door-to-door field operation called “Nonresponse Follow-up.”

“MARCH TO THE MAILBOX” CAMPAIGN TURNKEY KIT