

# Supporting the 2010 Census:

Toolkit for Community-Based  
and Social Service  
Organizations

United States<sup>®</sup>  
**Census  
2010**

IT'S IN OUR HANDS



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**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

Dear 2010 Census partner,

As a community-based or social service organization, you work closely with members of your community to ensure they have the support, resources and information needed to enrich their lives. Many of the individuals you serve are struggling with hardships related to income, language fluency, disability or more. Because of the tireless leadership and assistance you provide, these individuals turn to your organization as a trusted resource for information and guidance.

Your support of the 2010 Census matters on many levels. Achieving a complete and accurate count of our nation's growing and changing population is an enormous, but vital task. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. In addition to determining political representation for your community, the 2010 Census will help leaders:

- identify where to build new roads, schools, hospitals and more.
- indicate where funding is needed to enhance important community initiatives and programs.
- provide more efficient local emergency services thanks to better maps and information.

In addition, census data are used by community-based and social service organizations for program design and evaluation, resource development and grant writing, policy advocacy and grassroots outreach. Accurate census data help ensure you can provide the right services to the right people in the right areas.

Some populations in our nation have historically been hard to count, due to language or geographic isolation, and other barriers. Undercounts may result in local communities not having access to funding needed to support everyone in their area. You are uniquely suited to help these audiences understand participation in the census is easy, important and safe.

Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010.

Sincerely,

Dr. Robert M. Groves  
Director, U.S. Census Bureau



# A Partner Quick-Start Guide





You agreed to be a Census Bureau partner. You are committed to driving participation in the 2010 Census, so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

**It's simple. Here - at a glance - are the four main steps you should take.**

**1****Announce your partnership.**

Tell employees, colleagues and the community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. These public acknowledgements lend credibility to the message of the importance of the 2010 Census. It's a quick and easy way to kickstart your partnership and bring attention to this important census event. (See page 8.)

**2****Build your action plan.**

Create an action plan that defines specifically how your organization will support the census. In 2009, focus on raising awareness in your community about the census and its benefits. Beginning in January 2010, shift focus to motivating your community to participate in the census, with activities leading to a crescendo in March 2010, to align with the distribution of the 2010 Census forms, and April 1, 2010 - Census Day. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 9.)

**3****Start conversations about the 2010 Census.**

Start spreading the word, using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. Include specific messages that will resonate most with your audience. (See page 15.)

**4****Sustain the momentum.**

A steady drumbeat of communications and events through Census Day will be critical both to educate your audience about the census and to motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to keep the census top of mind in your community.

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

# Getting Started: The Path to a Successful Partnership





As a community-based or social service organization, your daily mission is to improve the lives and welfare of people in your community. Your decision to partner with the U.S. Census Bureau to encourage participation in the 2010 Census is one of the most impactful and positive actions you can take on behalf of those you serve.

Here's why: Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data. If recorded census population numbers are lower than the actual number of people in your community, this can lead to significant underfunding of programs. Ensuring that every person is counted can positively impact a decade of federal funding, political representation, and the location of new roads, hospitals, housing, schools and more. Accurate census data also benefit organizations such as yours, which rely on the most current statistics available to apply for program grants.

We need your help in relaying the message to your community that participation in the census is easy, important and safe, and participation is vital. In this toolkit, you will find a number of resources and tools to help you announce your support of the 2010 Census and kick off your communications efforts.

Census data help your organization:

- ▲ Write better funding proposals
- ▲ Create improved programs responsive to your community
- ▲ Establish a baseline to help you evaluate your program successes
- ▲ Plan strategically for short-term and long-term efforts
- ▲ Assess the potential pool for volunteers

By supporting the 2010 Census, your community-based or social service organization will:

- ▲ Bring jobs to your community
- ▲ Help your community get needed funding
- ▲ Receive an accurate portrait of your community



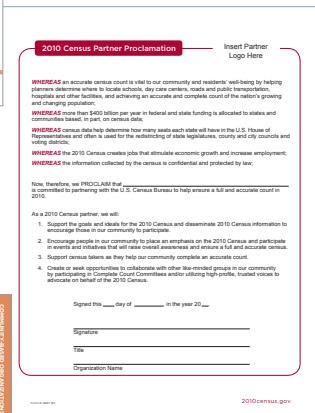
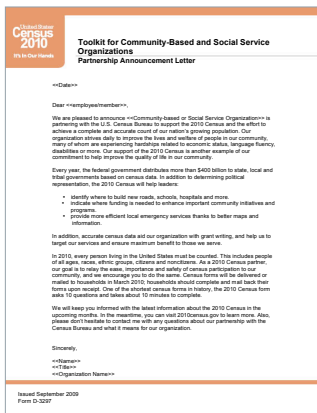
# Announcing Your Partnership

## I've signed on as a Census Bureau partner. What should I do first?

Begin by publicly announcing your support of the 2010 Census to your employees, industry partners, and the community members you serve.

Resources referenced throughout this document are available to make your efforts as easy and effective as possible. For downloadable print-ready formats, visit the "Partner with Us" section at [2010census.gov/partners](http://2010census.gov/partners).

## Announcement resources



**Partnership announcement letter** – Use the customizable letter, newsletter and Web copy to announce your partnership with the Census Bureau and highlight for your members, affiliates and advocates the many benefits of the census. Your public support of the 2010 Census will demonstrate to your community that the census is important and will encourage them to begin asking questions and thinking about their own participation.

**Partner proclamation** – Consider proclaiming your role as a Census Bureau partner. Use this document in ceremonies, such as your organization's events, and in other official announcements. Hang the signed form in public places within your organization to remind others of your support. Available as a separate electronic file in this toolkit.

**2010 Census community-based and social service organization partner fact sheet** – Share this fact sheet with internal audiences to build a greater understanding of the census and its impact on the community, and to help reinforce the importance of being a partner. The community-based and social service organization partner fact sheet is available as a separate electronic file in this toolkit.

## Building Your Action Plan

### *My organization publicly proclaimed support of the 2010 Census. Now what?*

After announcing your partnership with the Census Bureau to key audiences, it's time to start building outreach and communications plans to carry your efforts through Census Day — April 1, 2010, the official reference day of the population count.

Use an action plan to inform people in your community, motivate them to help spread the word, and activate them to respond quickly once they receive their census form.

<b>Fall 2009</b>	Focus efforts on raising awareness and educating your community about the census and its benefits.
<b>January 2010</b>	Build momentum by planning communications and events that lead up to March 2010.
<b>March 2010</b>	Align messages with the distribution of the 2010 Census forms.
<b>April 1, 2010</b>	Census Day, the official day of the population count. Responses to the census form should include everyone living at that address. Encourage people to complete and mail back their census forms.

As you develop your plan, ask yourself:

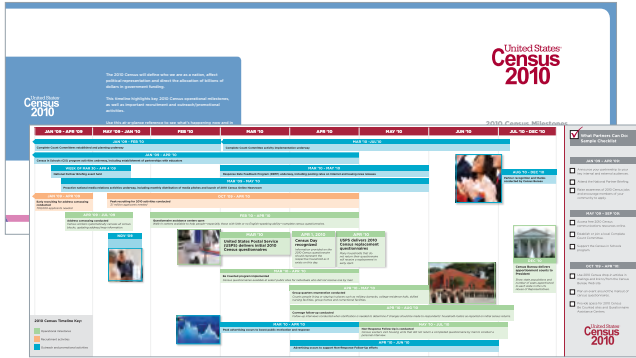
- ▲ What are the largest barriers in your community to getting people to complete and return the 2010 Census forms?
- ▲ What kinds of information can you share to help people overcome these barriers?
- ▲ How can you help others in your community complete and return their census forms?
- ▲ How can you communicate the benefits of participating in the census, including the difference it will make in your community and across the nation?
- ▲ What community events can you leverage to promote participation in the 2010 Census?

“As an organization that provides vital employment services to people in local communities across the country, Goodwill Industries International has a unique connection to the people we serve. By participating in the Census Bureau partnership program, we are re-affirming our connection with and commitment to those communities. A stronger local economy means increased job opportunities.”

– *Goodwill Industries International, Inc.*

## Planning Resources

Use the following toolkit resources to get a sense of key operational and campaign milestone timing around which to build events and activities:



### 2010 Census operational milestone timeline -

This timeline highlights key dates for the 2010 Census, including 2010 Census form distribution, Census Day and others. Available as a separate electronic file in this toolkit.

### 18-month calendar for 2010 Census partners -

This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office, lobby or other areas to raise awareness of important census dates and events. Available as a separate electronic file in this toolkit.



## COMMUNITY-BASED AND SOCIAL SERVICE ORGANIZATIONS



## Consider Events and Partnership Activities to Sustain Momentum and Engage Audiences

“In 2000, we asked our grassroots members to take part and give priority to the homeless count. We also asked our network to encourage advocates and homeless people to apply to become official enumerators. We published articles about the census in our newsletter and on our Web site.”

– *National Coalition for the Homeless*

partner connect online activate  
volunteer time donate space  
engage inform spark discussion

In developing your action plan, be strategic about your activities and target them as closely as possible to the needs and interests of your community. Following are several suggestions to inform and engage members of your community about the importance of the census and the benefits of census data to the community.

- ▲ **Engage your board of directors and fellow business partners and industry organizations** – Ensure your organization’s board of directors is aware of your support of the 2010 Census and ask them to supplement your efforts with their own outreach to other leaders in the community. Remind them, as well as other fellow community-based or social service organizations, about the importance of accurate census data for grant writing, as well as the impact of federal funding on local programs and initiatives. Encourage fellow organizations to include information on the census in their communications initiatives, including newsletters, e-mail blasts, Web sites, intranet sites, social media, etc. Provide these organizations with tools and resources from this toolkit to assist them in their efforts.

- ▲ **Sponsor events and provide space for Census Bureau activities** – Include 2010 Census messaging at events

you sponsor. Provide space in your organization for a Be Counted site or a Questionnaire Assistance Center. Including 2010 Census messaging at events you sponsor. Provide space in your organization for a Be Counted site or a Questionnaire Assistance Center. For more information, contact your Regional Census Center at: <http://2010.census.gov/partners/pdf/censusRegionMap.pdf>.

- ▲ **Share census news and information with members of your local media** – Reach out to reporters who cover your organization or your community and talk with them about the importance of the census to their audience. Encourage them to publish or air stories about key census operations that might impact members of your community — such as the delivery of census forms in March 2010, or the beginning of the enumeration efforts, in which census workers will visit households that did not complete or return their forms.

- Sign up for speaking engagements –** Include messages about the 2010 Census in existing speaking engagements and public appearances by key executives from your organization. Discuss the importance of participating in the 2010 Census during the speaking engagement.

- Join a Complete Count Committee (CCC) –** A CCC is led by interested government and nongovernment parties. Contact Partnership and Data Services staff at the Regional Census Center for information on a CCC near you. Contact information can be found at: <http://2010.census.gov/partners/pdf/censusRegionMap.pdf>.

### Supporting Materials

Use the following resources in your efforts to spread the word about the 2010 Census:

**2010 Census brochure template –** Use this pre-designed template to develop a brochure that highlights your organization's involvement in the 2010 Census. Consider including information about the importance of obtaining a complete and accurate count, how census data affect everyone's quality of life, and the resources available to help individuals complete and return their form. Consider using all or part of the sample brochure language available as a separate electronic file in this toolkit when creating your own brochure.

**2010 Census poster template –** Use this pre-designed template to create a poster or flier highlighting your organization's census-related events and activities. Available as a separate electronic file in this toolkit.

**Customizable newsletter template –** Use this pre-designed template to create your own newsletter centered on your organization's support of the 2010 Census. Available as a separate electronic file in this toolkit.



**Awareness poster** – This poster is the first in a unique series of posters designed to build awareness of and drive participation in the 2010 Census. Contact your partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic area to create awareness of the coming census.



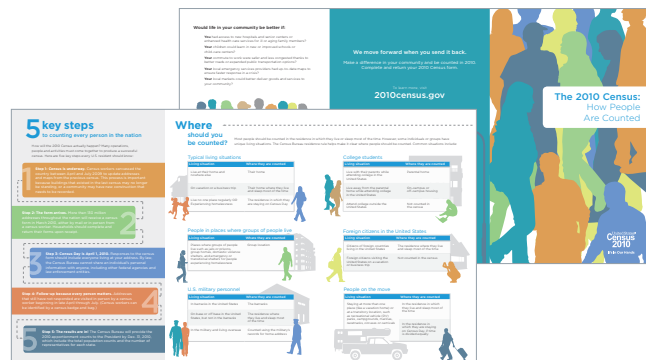
**Action poster** – This poster is the second in a unique series of posters designed to build awareness of and drive participation in the 2010 Census. Contact your partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic area to inspire everyone to “take action” and participate in the 2010 Census.



**Confidentiality poster** – These materials assure employees, members and others that their census form responses are safe and confidential. Display the poster in a high-traffic area and distribute the flier to your employees, members and others in your community. Available as a separate electronic file in this toolkit.



**Brochure – How people are counted** – This brochure describes the process by which the Census Bureau counts everyone in the United States. Available as a separate electronic file in this toolkit.



You can find additional data to customize your materials at [factfinder.census.gov/](http://factfinder.census.gov/). This resource provides a wealth of information, including detailed tables, maps, fact sheets, statistics and more on businesses, cities, counties, population and housing. You also can find reports and publications on past census data. We encourage you to utilize this resource to help customize and localize your communications efforts.



# Starting Conversations About the 2010 Census





## Starting Conversations About the 2010 Census

As a trusted community leader, we encourage you to take every opportunity to discuss the importance of participation in the 2010 Census with your employees, fellow community- and social service-based organizations, local elected officials and the larger community you serve.

The following information provides suggestions for talking about your partnership with the Census Bureau with both internal and external audiences. These conversation starters are appropriate for use in everyday conversations, as well as in formal presentations or speaking engagements. Please customize these messages with data and information about your specific organization or service you provide, or include other information relevant to your key audiences, including employees, business or industry partners, or others in your surrounding community.

Use this conversation guide to help you initiate discussions and explain why every person needs to be counted in 2010. The following content can be customized with data and information specific to your organization and area.

### Making messages stick

When most of us want to make sure what we say is remembered, we speak with emphasis and repeat what we have to say over and over again. But the content of the message matters, too. As you talk about the 2010 Census with colleagues, friends and other advocates of your organization, think about ways you can build additional credibility for the messages you deliver. What else can you do to create change and spur someone to action?

## Messages to introduce the 2010 Census and your partnership

- ▲ The 2010 Census is underway. Building on the success of Census 2000, we are partnering with the Census Bureau to help meet the extraordinary challenge of achieving a complete and accurate count of our population in 2010.
- ▲ We are supporting the 2010 Census because it offers our community specific benefits:
  - Census data can be used for writing grant proposals.
  - The 2010 Census will create more than one million temporary employment opportunities nationwide.
  - Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.
  - Community planners and governments rely on census data to determine where there is need for additional social services and funding.
  - Census data can be used for forecasting future needs such as transportation, housing, safety and health care for all segments of the population.
  - Census data help guide local planning decisions, including where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers.
  - Census data determine how many seats each state will have in the U.S. House of Representatives.

Reassure your community that, by law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

- ▲ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- ▲ Every person living in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ More than 130 million addresses across the nation will receive a census form in March 2010. Households should complete and mail back their forms upon receipt. Census workers will visit households that do not return forms to take a count in person. (Census workers can be identified by a census badge and bag.)
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ Census Day is April 1, 2010. Responses to the census form should include everyone living at that address.



## Messages to spark discussion and promote action

### Promote census jobs in your community

The Census Bureau is recruiting census workers! Discuss and promote census worker job opportunities with your community. A job as a census worker provides:

- Temporary part-time work
- Good pay
- Flexible hours
- The opportunity to work close to home
- The chance to perform an important service for your community

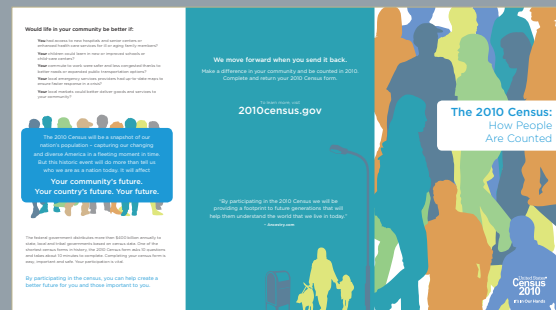
- ▲ What are the largest barriers in our community to getting people to complete and return the 2010 Census forms?
- ▲ What kind of information can we share to help overcome these barriers?
- ▲ How can we engage others — family, friends, co-workers — to participate in the 2010 Census?
- ▲ Into which of our existing programs and efforts can we incorporate census information?
- ▲ What are three things we can do in the next year to sustain momentum, spread the word and demonstrate our support of the census within our community?
- ▲ What other organizations might be interested in partnering with the Census Bureau to support the 2010 Census, and who from their staff would likely spearhead the effort?

### Everyone should be counted...but where?

Most people should be counted where they live and sleep most of the time. But community-based and social service organizations often serve people with unique living situations, such as:

- ▲ *Military barracks*
- ▲ *Domestic violence shelters*
- ▲ *Emergency or transitional shelters for people*
- ▲ *Health care facilities*
- ▲ *Transitory locations, such as campgrounds, hotels or racetracks*

Make available to your community copies of the Census Bureau's brochure, *How People Are Counted*, so that everyone is counted once, in the right place.



If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at: [2010census.gov/partners](http://2010census.gov/partners) and at the end of this toolkit.



# Regional Census Center Contact Information

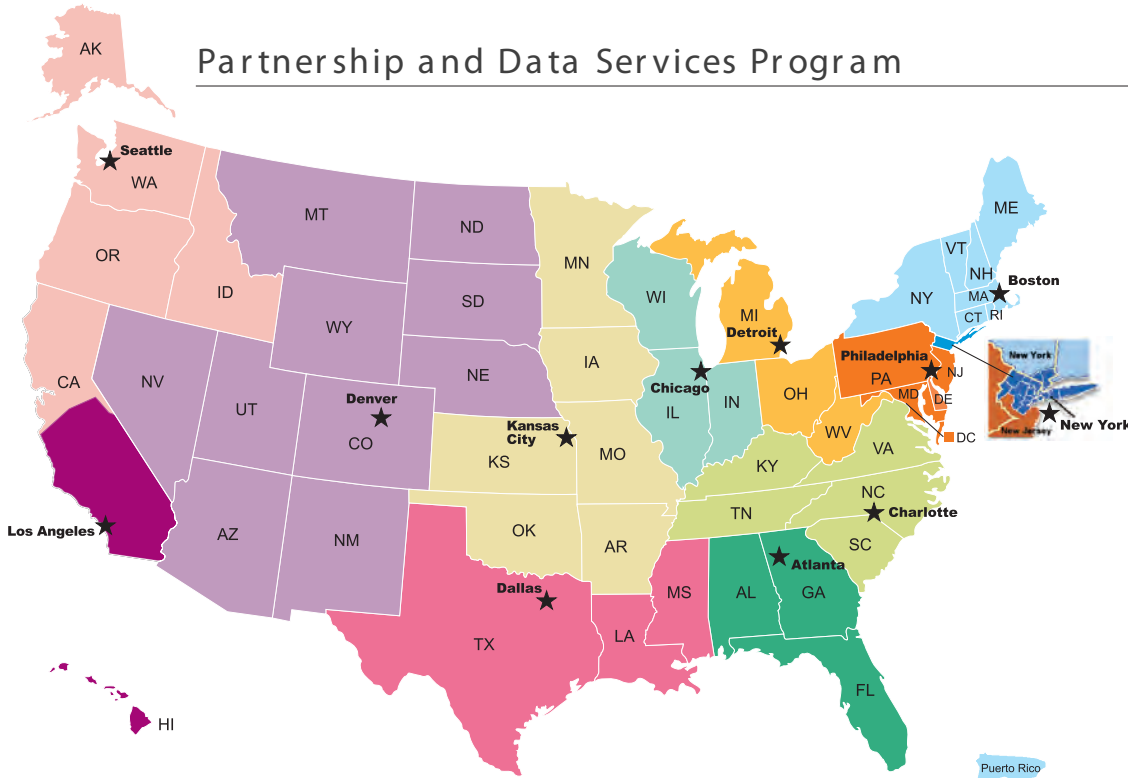


# U.S. Census Bureau Regions

August 2009

## Partnership and Data Services Program

FLDPDS/09-2



### Phone Numbers for the Partnership and Data Services Program

**Atlanta**  
404-335-1467

**Boston**  
617-223-3610

**Charlotte**  
704-936-5330

**Chicago**  
312-454-2770

**Dallas**  
214-637-9680

**Denver**  
720-475-3670

**Detroit**  
313-392-6500

**Kansas City**  
816-994-2045

**Los Angeles**  
818-717-5820

**New York**  
212-356-3100

**Philadelphia**  
215-717-1020

**Seattle**  
425-908-3060

**American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands**  
301-763-4033

**ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia

**BOSTON** - [www.census.gov/boston](http://www.census.gov/boston)  
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont

**CHARLOTTE** - [www.census.gov/charlotte](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia

**CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin

**DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas

**DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming

**DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia

**KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma

**LOS ANGELES** - [www.census.gov/losangeles](http://www.census.gov/losangeles)  
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)

**NEW YORK** - [www.census.gov/newyork](http://www.census.gov/newyork)  
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)  
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)

**PHILADELPHIA** - [www.census.gov/philadelphia](http://www.census.gov/philadelphia)  
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania

**SEATTLE** - [www.census.gov/seattle](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

## COMMUNITY-BASED AND SOCIAL SERVICE ORGANIZATIONS