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Dear 2010 Census Partner,

The 2010 Census is rapidly approaching and the countdown to Census Day, April 1, 2010, is underway. Census Day is the official reference day of the population count; people should complete their census form based on who lives or sleeps in the home most of the time as of that date. As a partner, your support of the 2010 Census will help ensure everyone in our nation is counted. January 2010 through April 2010 is a critical timeframe for communicating and connecting with people about the census, and your support during these months is especially important.

This 'Countdown to Census Day' activity guide will help you convey the importance of census participation and conduct activities in support of the 2010 Census. The guide includes information, materials, activity ideas and messages you can customize and use in your communications initiatives from January 2010 through April 2010. It also contains a timeline of key 2010 Census dates and information about national U.S. Census Bureau initiatives, such as the 2010 Census Road Tour – an interactive experience that is traveling across the United States and Puerto Rico to inspire census participation.

I encourage you to utilize this activity guide to develop a 2010 Census action plan for your organization and involve as many of your employees and organization partners in your census outreach efforts as possible. Your organization-wide support will help to educate your community that the census is more than just a population count. Census data are used to reapportion congressional seats to states, and directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments. This funding helps to create roads, schools, hospitals, jobs, businesses, and more in our communities. That's why every person in the United States must be counted – both citizens and noncitizens.

Your efforts, in tandem with other 2010 Census public awareness initiatives, such as paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010, and will help create a brighter future for your community. Thank you for your support of this critical and important initiative.

Sincerely,

Dr. Robert M. Groves

Robert M. Cross

Director, U.S. Census Bureau

The Countdown to Census Day, April 1, 2010, is underway. Census Day is the official reference day of the population count. Every household in the United States should complete its census form upon receipt, based on who lives and sleeps in the home most of the time as of Census Day. Your organization's support of the 2010 Census is critical to help ensure your community is accurately represented and eligible for funding needed for a brighter future.

Here - at a glance - are three key steps you can take as a partner:



Build your action plan.

Build a 'Countdown to Census Day' action plan that defines how your organization will support the census between January 2010 and April 2010. Focus activities on motivating people to participate in the census. This activity guide includes planning resources and activity suggestions to assist you in your efforts. (See page 5.)



Communicate about the 2010 Census in your community.

Conduct a steady and frequent stream of communications through Census Day, April 1, 2010, to educate your audience about the census and to motivate them to take part. Send letters and e-mails, post information in your newsletter and on your Web site, and utilize the many resources provided in this guide to assist in your efforts. Stagger the timing and methods of communications to help reach as many individuals as possible in multiple ways. (See page 9.)



Identify and conduct activities and events.

Identify or create activities or events your organization can leverage to encourage members of your community to participate in the 2010 Census. Implement the recommended activities in this activity guide, or use these suggestions as a springboard to develop your own plans that will resonate with your audience and community. (See page 11.)

Involve your employees and get people talking about the 2010 Census.

Talk with your employees, colleagues and other members of your organization about the 2010 Census. Enlist their support to reach your organization's constituents and members of your community about the importance of census participation. Involve as many individuals in your organization as possible to help achieve a complete and accurate count in 2010.

BUILDING A 'COUNTDOWN TO CENSUS DAY' ACTION PLAN

The Census Bureau has spent the last decade preparing for a monumental undertaking: counting every person in the United States through the 2010 Census. This historic event will paint a new portrait of America and tell us how our nation has changed and evolved since the last census in 2000. The census also will help state and local governments understand what their communities need for the next 10 years.

Years of careful preparation will culminate in a feverish level of activity in an exciting but brief window of time: **January 2010 through April 2010**. During this timeframe, national advertising about the 2010 Census will roll out alongside widespread media coverage and online and social media activities. These public-facing initiatives will raise general awareness of the census and motivate people to complete and return their census forms.

This is the time when your support as a partner organization is needed most.



What is Census Day?

2010 Census forms will be mailed or delivered in March 2010. The nation will recognize "Census Day" on April 1, 2010. Every household in the United States should complete its census form upon receipt, based on who lives and sleeps in the home most of the time as of Census Day.

2010 Census Timeline Consider organizing your 2010 Census activities around the following key census dates:		
January - April 2010	2010 Census Portrait of America Road Tour, an interactive, touring experience, travels across the United States and Puerto Rico. (For more information, download the 2010 Census Portrait of America Road Tour activity guide from 2010census.gov/partners, or see page 15 of this activity guide).	
January - April 2010	The Take 10 Program occurs in many communities across the United States and Puerto Rico, encouraging people to participate in the census. (For more information, download the 2010 Census Portrait of America Road Tour activity guide from 2010census.gov/partners, or see page 16 of this toolkit).	
January - April 2010	Census Bureau conducts paid advertising and other marketing initiatives to build public awareness.	
March 2010	Census forms are mailed or delivered to households.	
April 1, 2010	Census Day - the official reference day of the population count.	
April - July 2010	Census workers visit households that did not return a form by mail.	
Dec. 31, 2010	Census Bureau delivers population counts to the President of the United States.	

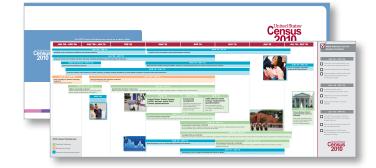
Developing a 'Countdown to Census Day' action plan will help your organization plan and prepare for census-related activities and ensure you reach as many of your organization's constituents and community members as possible. As you develop your plan, ask yourself:

- How can we maximize our census-related communications efforts in the months leading up to Census Day, April 1, 2010?
- What barriers do our employees, constituents, members and others in our community face in completing and returning their 2010 Census forms?
 - How can our organization help address these barriers?
 - What census misconceptions may exist that we can help clarify?
- How can we involve employees, constituents, members and others in the community to relay the importance of census participation?
- ▲ In which community events and activities can we participate to help spread the word?
- What 2010 Census operational milestones and/or Census Bureau initiatives, such as the 2010 Census Portrait of America Road Tour, can we promote and use to encourage census participation?

Use the following resources to get a sense of key operational and campaign milestone timing, and build events and activities accordingly. These resources are available as separate electronic files within this activity guide.

2010 Census operational milestone timeline

Hang this at-a-glance timeline on your wall to see key dates for the 2010 Census, including 2010 Census form distribution, Census Day and others. In addition, see what supporting events and activities are being conducted through the 2010 Census integrated communications campaign.



18-month calendar for 2010 Census partners

Hang this printable calendar – spanning through December 2010 – in your office, lobby, meeting room or other high-traffic area as a reminder of important census dates as well as suggestions for what you, as a partner, can do to support the census. Incorporate suggestions from the calendar into your organization's 'Countdown to Census Day' action plan.



TEN GOOD REASONS TO FILL OUT YOUR 2010 CENSUS FORM

Information gathered from the 2010 Census is needed to:

- 1. Reapportion seats in the U.S. House of Representatives and assure proper district representation.
- 2. Plan for medical facilities, nursing homes, clinics, and locations of other health services facilities.
- 3. Direct services to children and adults with limited English-language proficiency.
- 4. Determine areas eligible for housing assistance.
- 5. Attract new businesses to states and local communities.
- 6. Develop adult education programs.
- 7. Plan budgets for all levels of government.
- 8. Direct funds for people in poverty.
- 9. Develop assistance programs for low-income families.
- 10. Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments.









DELIVERING 2010 CENSUS MESSAGES

The following messages will help you effectively convey the benefits and importance of census participation. Use these messages as often as possible in your census-related conversations and communications.

- Participation in the 2010 Census is easy, important and safe, and your participation is vital.
 - It's easy: One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
 - It's important: Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments. Census data guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, and build new roads, hospitals, schools and job training, and community centers. Census data also are used to reapportion congressional seats to states and assure proper district representation.
 - It's safe: By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an 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.
- Everyone in the United States must be counted in the 2010 Census. This includes people of all ages, races, ethnic groups, citizens and noncitizens.

- ✓ Census forms will be delivered or mailed to households in March 2010. Every household in the United States should complete its census form upon receipt. Responding immediately by mailing back your form is the most efficient way to complete the census.
 - Census Day is April 1, 2010. Responses to the census form should include everyone living at that address. Individuals should be counted where they live and sleep most of the time.
 - Census workers will visit households that
 do not return the forms to take a count
 in person. Because people might be
 apprehensive about a stranger coming to
 their home, it is important to note that census
 workers can be identified by a census badge
 and bag.
 - Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. For those with visual impairments, a Language Assistance Guide will be available in large print and Braille. Deaf and hard-of-hearing persons who do not have access to Video Relay Service (VRS) can call 1-866-783-2010 via FedRelay, a free and confidential federal government communications service. In addition to these options, a Language Assistance Guide also will be available in 59 languages at all QAC locations.
 - For additional assistance or information, individuals can contact the Partnership and Data Services Program staff at their Regional Census Center. Contact information can be found at 2010census.gov/ partners/pdf/censusRegionMap.pdf.

COUNTING DOWN TO CENSUS DAY: ENGAGING YOUR COMMUNITY

Between January 2010 and April 2010, it will be critical to provide frequent, compelling reminders to the public about the approaching census. While advertising and media coverage will help lay the foundation for awareness, the Census Bureau needs the help of every partner organization to generate additional communications and execute events to motivate everyone to complete and return their census forms. A steady stream of communications and events across the nation will build momentum and help inspire greater numbers of people to participate in the 2010 Census.

Use the suggestions and resources on the following pages to communicate information and conduct census-related activities in the months leading up to Census Day. This guide provides materials you can customize and use in your outreach, as well as recommendations for tailoring your activities to meet the interests and needs of your local community.

STEP ONE: CONDUCT A COMMUNICATIONS BLITZ

Starting in January 2010, send regular communications about the census to your employees, the people you serve and others in your community. Consider doing all or some of the following:

Send a letter or e-mail blast.

Send a letter or e-mail blast reminder about the 2010 Census. (Use the sample copy provided in this guide, which is tailored for each month between January and April 2010.)

Spread the word about the 2010 Census online.

Post a brief article about the census on your organization's Web site along with a 2010 Census Web banner, and include information for employees on your organization's Intranet. (Sample Web resources including Web site and Intranet copy and Web banners are provided in this activity guide.)

Distribute electronic or print newsletters.

Include a census-related article in your organization's electronic or print newsletter. (Sample copy is provided in this activity guide.)



Push out 2010 Census news through text messages and social media status updates.

Deliver census news through text messages and social media status updates, such as Facebook and Twitter. (Sample messages are provided in this activity guide.)

☐ Sign up for public speaking opportunities.

Talk about the census in speaking engagements, meetings and presentations. (Important key messages are included in this activity guide.)

Produce 2010 Census videos and Webcasts.

Develop Web videos and Webcasts featuring representatives from your organization talking about the importance of census participation. Post the content on your Web site, as well as on popular social media sites, such as Facebook and YouTube. The Census Bureau also has Web videos you can link to or post directly on your site. Download them from 2010census.gov.

Take the 2010 Census message to the streets.

Pass out census fliers and other materials in well-trafficked areas.

Reach out to local media outlets.

Write letters to the editors of your local media outlets, encouraging members of your community to participate in the 2010 Census.

Put 2010 Census messages in the mail.

Include inserts or statement stuffers containing information about the 2010 Census in your organization's mailings.

Make the "countdown" visual.

Be creative in 'counting down' to Census Day with your employees or community members. Create a widget for your Web site that shows how many days are remaining until April 1, 2010. Or post a daily calendar in a public area in your organization's building, labeled 'Countdown to Census Day', and mark off the days to show the advancing event.

Incorporate daily census reminders into your e-mail and telephone messages.

Add a brief reminder about completing and returning census forms to your automatic e-mail signature and voicemail on-hold message.

Ensure all eyes are on the 2010 Census.

Download 2010 Census promotional materials, such as the awareness, action and confidentiality posters, and the confidentiality flier, and post or distribute them in public areas. (These materials are provided in this activity guide and available online at 2010census.gov.)



STEP TWO: EXECUTE EVENTS

Events are an effective way to communicate about the census to a wide variety of people. There are many ways you can use events in your outreach. You can incorporate census-related activities and messages into events your organization or local community has already scheduled between January and April 2010. Or, you can create your own events during this timeframe to help spread the word. Here are some ideas for focusing your outreach:

Local Community Events

Town hall meetings

- Fairs
- Parades
- Sporting events (professional and other)
- Festivals
- Concerts
- Health clinics
- Community gatherings
- Holiday celebrations (see below for potential holiday celebrations)
- And more...

Your Organization's Events

- Meetings
- Special events
- Parties
- Educational classes and seminars
- Industry events or tradeshows
- Health and fitness or sporting activities
- Employee events
- And more...

Creating Events

Plan events and activities around:

- Census calendar milestones
- Activities important to your audience
- Popular activities, such as trivia nights, bingo, bowling, etc.
- Luncheons or coffees
- Milestones for your organization
- Tweet ups utilizing
 Twitter to organize an event
- And more...



Holidays and calendar milestones present excellent opportunities to conduct outreach. Here are some noteworthy events around which you can focus your outreach between January and April 2010.

- Martin Luther King Day Jan. 18, 2010
- Chinese New Year Feb. 14, 2010
- Valentine's Day Feb. 14, 2010
- President's Day Feb. 15, 2010
- Mardi Gras Day Feb. 16, 2010
- St. Patrick's Day March 17, 2010

There are many ways to incorporate census messages into events your organization hosts or takes part. You can:

- Be a speaker and integrate census messages into your speech.
- Sponsor the event or a booth and have representatives on hand to answer people's questions about the census.
- Hang posters, banners or other highly visible signage.
- Distribute census materials, such as fliers, brochures and other information.
- Bring the census to life in visual, creative ways at the event. For example, create an oversized census form so the questions are on prominent display, or give away T-shirts, pens and other promotional items with census messages.
- Partner with local officials (such as mayors, city council members or Members of Congress), celebrities or other community notables. Ask them to convey the importance of census participation by attending your organization's event, conducting a news conference or participating in media interviews with your organization. Other ways these individuals can support your efforts include:
 - Lending use of their name and endorsing the census in your organization's census-related communications and media relations efforts.
 - Including census information on their Web site, social media sites or in other communications initiatives.





Issue a challenge to your community to boost local participation. (Refer to the Take 10 Turnkey kit that is available on the Census Bureau Web site at 2010census.gov/partners.)
Conduct a census question-and-answer session with the people you serve.
Encourage people to make a pledge to complete their census form. Create a goal for the number of pledges and provide incentives for reaching the goal. For example, consider offering employees a "Jeans Friday" or other incentive for those who have returned their form.
Give away T-shirts and other promotional

items with census messages.

Talk to your local administrators about supporting their Census in Schools program activities.

Invite media to cover the event and discuss the census.

Include census information on event brochures, invitations, Web sites, social media sites and programs, etc.

Ask the event host or moderator to include census information in their announcements.

Work with event organizers or others in your organization to brainstorm additional ways to promote the 2010 Census at the event.

Consider inviting a Census Bureau partnership specialist to attend your event and answer questions from attendees.



Additional resources for partners, including audience-specific partner toolkits and outreach materials, can be found on the Census Bureau Web site at 2010census.gov/partners.

PLANNING FOR 2010 CENSUS EVENTS

Event planning should begin at least eight weeks prior to the event date. Below is a simple timeline of how to plan and execute your activity:

8 weeks prior	 Begin first of weekly planning meetings. Decide date and theme of event. Involve any necessary partners for support.
6 weeks prior	 Confirm date, time and location (reserve space, make arrangements for refreshments, entertainment and decorations/materials). Finalize guest list.
5 weeks prior	 Prepare event communications (create event invite, newsletter and Web site copy, speaker materials, event agenda, remarks, etc.).
4 weeks prior	 Send invitations and begin promoting the event to internal and external audiences.
2 – 4 weeks prior	 Notify your local news media about the event. Create an alert to send to the media that includes the "who, what, when, where and why" about your event. Be sure to have someone from your organization designated as a spokesperson, should the media decide to cover your event.
1 week prior	 Create and review event staffing documents with employees and volunteers, who are working at the event. The document should include information on what employees should do at the event, as well as the time and location of the event. Equip event staffers and volunteers with census messaging that is most relevant to your audience. Ensure that VIP guests and sponsors are acknowledged publicly and appropriately.
After the event	 Send thank-you notes to volunteers, partners and VIP guests. Post event photos and highlights in your newsletter, and on your Web site and relevant social media sites.

STEP THREE: PARTICIPATE IN CENSUS BUREAU INITIATIVES

From January 2010 through April 2010, the Census Bureau will conduct many initiatives to educate the public on the importance of the census and encourage census participation. Your organization may wish to get involved in two of these initiatives, in particular: the 2010 Census Portrait of America Road Tour and the Take 10 Program.

2010 Census Road Tour

Beginning in January 2010, the Road Tour will bring the 2010 Census into towns and cities across the United States and Puerto Rico. This interactive, traveling exhibit will provide people the opportunity to learn more about the census and to share and hear stories about the importance of being counted.

At on-site Road Tour events, attendees will be able to:

- ▲ Learn about the 2010 Census and the positive impact census participation can have on the local community.
- ▲ Contribute their voices, pictures, videos and messages for others to see at subsequent tour stops.
- ✓ View messages from other Road Tour participants/visitors.
- ▲ Hear local musicians/performers on the Census Performance Stage (in some locations).
- ✓ See a sample 2010 Census form.
- Obtain census-branded merchandise and materials.
- ✓ Speak with the Road Tour staff and other community members about issues that affect them.

For more information on the Road Tour, download the 2010 Census Portrait of America Road Tour activity guide from 2010census.gov/partners.

VIRTUAL ROAD TOUR EXPERIENCE

Located online at 2010census.gov, everyone can experience the virtual Road Tour to:

- ▲ Learn about the 2010 Census and the positive impact census participation can have on the local community.
- ✓ View messages from other Road Tour participants/visitors.
- ✓ Track the Road Tour and view its various stops as it crosses the country.
- ▲ Receive Road Tour updates via Twitter and Facebook.



This is a graphic representation of the national vehicle.



This is a graphic representation of the regional vehicle.

As a partner, you can enhance and tie your census communications efforts to the Road Tour by:

- ▲ Locating tour stops near your community.
- Promoting the tour in your census communications.
- ⚠ Organizing groups to attend nearby Road Tours.
- Directing people to the Virtual Road Tour experience to learn more.

Take 10 Program

The Take 10 Program will take place in communities across the United States and Puerto Rico. The goal of the program is to encourage everyone in the United States to fill out and mail back the 2010 Census form, especially in communities where census participation has been historically low. Local elected officials and Complete Count Committees (CCC) will issue community "challenges" to help encourage participation and ensure everyone is counted.

As a partner, you can enhance and tie your communications efforts to the Take 10 Program by:

- ▲ Learning where Take 10 Program challenges are occurring in or near your community.
- ▲ Contacting your local elected officials or CCC and encourage them to initiate the Take 10 program in your community, if they have not already done so.
- ▲ Highlighting the program in your communications about the census.

Thank you for supporting the 2010 Census. Your efforts will make a difference in your community.



U.S. Census Bureau Regions

December 2009

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

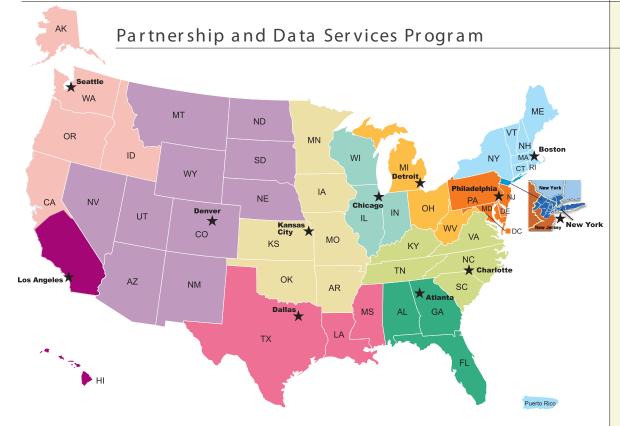
Los Angeles 818-717-5820

New York 212-356-3100

Philadelphia 215-717-1020

Seattle 425-908-4050

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



- ATLANTA www.census.gov/atlanta Alabama, Florida, Georgia
 - BOSTON 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 Kentucky, North Carolina, South Carolina, Tennessee, Virginia
 - CHICAGO www.census.gov/chicago Illinois, Indiana, Wisconsin
- DALLAS www.census.gov/dallas Louisiana, Mississippi, Texas
 - DENVER www.census.gov/denver Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT www.census.gov/detroit Michigan, Ohio, West Virginia
- KANSAS CITY www.census.gov/kansascity Arkansas, lowa, Kansas, Minnesota, Missouri, Oklahoma

- LOS ANGELES 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 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 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
 Alaska, Idaho, Northern California (all counties
 except those covered by the LA Regional Office
 listed under southern California), Oregon,
 Washington