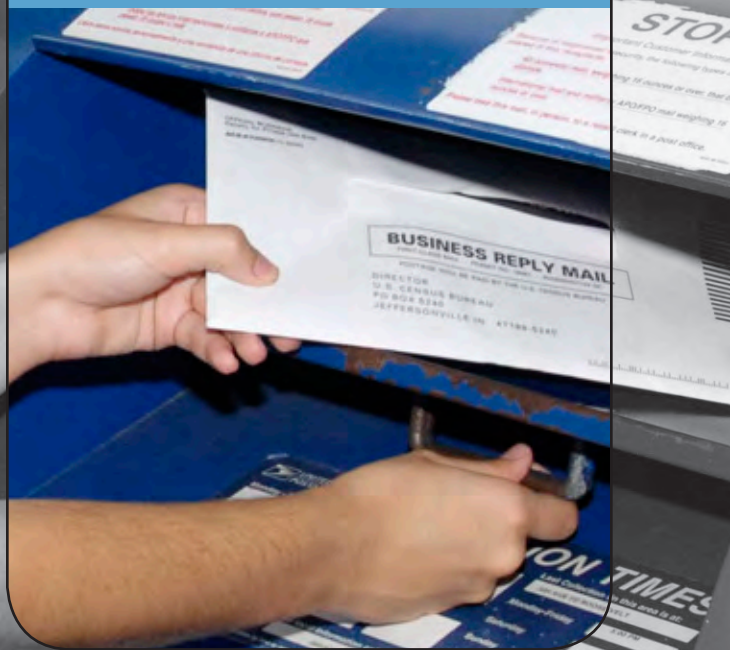


“March to the Mailbox” Campaign

United States[®]
**Census
2010**

IT'S IN OUR HANDS



YOUR QUICK-START “MARCH TO THE MAILBOX” ACTION PLAN

Here is your “March to the Mailbox” action plan broken down into 6 steps:

1**Find out which tracts will be targeted in your community.**

You may be reviewing this toolkit because you have been contacted by the Census Bureau to participate in “March to the Mailbox.” If you have not been contacted, but are interested in volunteering for “March to the Mailbox,” please call the Census Bureau Partnership staff in your region to find out which Census tracts are likely to be targeted. (See page 11 for contact information).

2**Plan the event for the target tract.**

Work with other groups in and around the targeted tract to determine which type of event or action is appropriate for the neighborhood. You may wish to partner with the United States Postal Service to provide an authorized drop-off mailbox for your event. (See pages 6-7 for ideas).

3**Familiarize yourself with 2010 Census messages.**

Prepare designated organization leaders with messaging for media interviews and speeches. Prepare your volunteers with messaging for parade and rally chants and discussions with residents. The following pages contain two sets of messaging. For this event, please advise your volunteers to stay on the 2010 Census message. This is not a good venue to promote your organization’s views on other matters. (See pages 8-9).

4**Decide if this is an appropriate event to incorporate the media.**

There will be radio advertising to support “March to the Mailbox.” If you wish to engage local media in your neighborhood event you may wish to focus on the fact that this is the “last chance” to bump up local participation rates as part of the “Take Ten” campaign. (See page 9).

5**Galvanize and organize volunteers to participate on April 10th.**

Recruit volunteers to participate in the April 10th event, but also keep in mind that yard signs should be put up prior to the event (perhaps on April 3rd) and may remain in the community until April 19th. Volunteers will need to be given an orientation (including messaging) and be organized to take part in clean-up. It is critical to arrange clean-up and plans to collect signage at the end of your event. (See calendar on page 10).

6**Have fun!**

“MARCH TO THE MAILBOX” CAMPAIGN AND YOUR ROLE

Thank you for playing an active role in the “March to the Mailbox” campaign. Your support of the 2010 Census is instrumental in inspiring people to fill out and mail back their census forms in a timely manner. On April 10th, the Census Bureau will work with local Complete Count Committees and partners to hold special community outreach events in low-responding tracts across the country. We encourage our 2010 Census partners to adopt a low-participation tract and coordinate activities in the tract to encourage residents to participate by mailing in their census questionnaires to increase mail response.

“ADOPT-A-TRACT”

This turnkey kit includes all the information you will need to work with the Census Bureau to be a part of the “March to the Mailbox” campaign and help raise participation in the 2010 Census in your community. Here is some background on the initiative and information about your role.

WHAT IS THE “MARCH TO THE MAILBOX” CAMPAIGN?

On one single day, April 10, 2010, one million volunteers will stage neighborhood events—such as parades, marches, walks, rallies, and motorcades—in approximately 6,000 low-responding census tracts in communities in the 50 states, the District of Columbia, and Puerto Rico. During these events, volunteers will converge in neighborhoods, on streets and in 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.

2010 Census partner organizations are encouraged to “adopt” one of the low-response tracts and organize an event to increase mail



response. Partner organizations should recruit volunteers to participate in a highly visible community activity. The Census Bureau will provide a toolbox of materials for each event containing t-shirts, caps, parade banners, rally signs, air horns, lawn signs, pennants, and event fliers with the simple message, “It’s not too late. Fill it Out and Mail it Back!”

The Census Bureau will identify the low-responding census tracts. By April 10th, residents in low-responding areas will have received their original questionnaire and a

replacement questionnaire as part of the normal 2010 Census operation. “March to the Mailbox” is one last motivational push for non-responding households to fill out and mail back their forms. Starting in May, census takers begin collecting information from non-responding households in a door-to-door field operation called “Nonresponse Follow-up.”

Why is an increased MAIL PARTICIPATION rate important?

Mailing back the form is the easiest and most efficient way to participate in the 2010 Census. An increased mail participation rate is critical to achieve lower overall costs of conducting the census. Obtaining census responses in person is expensive. About \$85 million is saved for every one percentage point increase in the number of forms returned by mail. Additionally, responses on census forms that are mailed back tend to be more accurate than responses collected by census workers during follow-up operations.

During Census 2000, partners helped reverse a decades-long decline in mail participation rates. The national mail participation rate by the April 2000 cut-off date was 72 percent.

The Census Bureau has closely studied factors affecting mail participation rates and knows that the hurdles faced today are even greater than they were in 2000. We also know that trusted leaders, neighbors, and friends are critical to motivate some people to participate in the census.

What is my role?

As part of the “March to the Mailbox” campaign, we ask partners in or near the low-response tracts to recruit volunteers to participate in their tract’s event. Partners will work with Census Bureau’s partnership staff to organize an event in each low-responding Census tract. The goal is to engage at least 250 persons per tract for neighborhood action to create an eye-catching, rousing, attention-getting event to motivate late responders to fill out the form and “March to the Mailbox” to return it.

Partners may work with Census staff and utilize the resources in this turnkey kit to help develop their “March to the Mailbox” event, announce the event to their communities, and motivate late-responders to participate in the census.



PLAN THE EVENT

The Census Bureau will provide a tool box for each event containing the following materials:

175 T-shirts for Volunteers



(Puerto Rico only)

30 Rally Signs

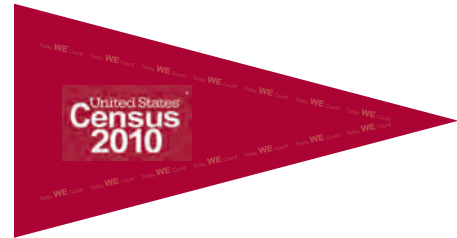


175 Baseball caps for Volunteers

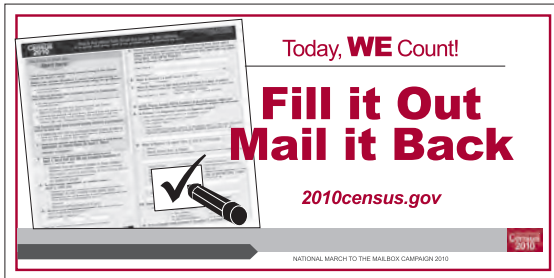


(Puerto Rico only)

100 Pennants



1 Vinyl Parade Banner



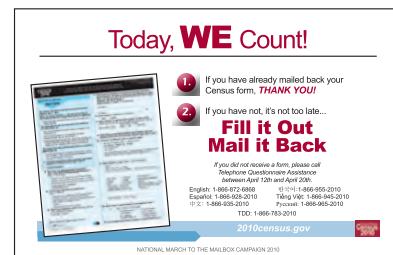
75 Lawn (or window) signs



3 Air Horns



1500 Fliers



These versatile materials are designed to create a visually appealing, red and white wave of activity in a variety of settings. (Note: the materials designed for Puerto Rico are purple and white.) The stateside fliers are two-sided; English on one side and Spanish on the other.

Ideas for Neighborhood Events

The idea behind “March to the Mailbox” is that volunteers will draw attention to the push to return the questionnaires by donning T-shirts and caps to participate in visible and audible activities in low-responding tracts. Consider activities that will bring people to their doors and windows and allow volunteers to remind residents to mail in their forms immediately. Volunteers will motivate residents to “March to the Mailbox.”

March or parade through neighborhood

- ▲ Engage marching bands, fire trucks, drum corps, cheerleaders, etc.
- ▲ Distribute fliers to neighbors on parade route.
- ▲ Volunteers hold up signs, wave pennants, and engage noisemakers.
- ▲ Place lawn signs in yards along the parade/march route (gain permission and place signs in lawns up to a week before the event and leave in place until April 19th).

Neighborhood walk

- ▲ Place lawn signs in yards (gain permission and place signs in lawns up to a week before the event and leave until April 19th).
- ▲ Distribute fliers to people outside.



- ▲ Leave fliers in doors at residences (please do not place fliers in mailboxes).
- ▲ Engage neighbors in discussions and motivate them to complete the form TODAY.

Event at intersection or transit hubs

- ▲ Wave pennants and use noisemakers.
- ▲ Distribute fliers to passers-by.
- ▲ Ask businesses to display signs in windows.

Rally with entertainment and speakers

Open House at neighborhood school or community center

- ▲ Display student work from Census in Schools activities.
- ▲ Engage student choirs, bands, dance troops, and other groups to perform.
- ▲ Ask local businesses to donate food and drinks.
- ▲ Announce the results of student 2010 Census contests.
- ▲ Distribute fliers to participants.
- ▲ Have students and parents fan out into the community to distribute fliers.

Census Jam

- ▲ Engage bands to perform.
- ▲ Provide refreshments.
- ▲ Distribute fliers and engage in motivational announcements and PSAs between sets.

Meet-Up in Parking Lot or Park

- ▲ Determine a high traffic location (e.g. stores with large parking lots, grocery stores, parks, etc.) in your community.
- ▲ Obtain permits/permissions to organize in this area on April 10th.
- ▲ Volunteers hold up signs, wave pennants, and engage noisemakers.
- ▲ Distribute fliers.
- ▲ Organize bands or other attractions.

Follow the Footsteps to the Mailbox

- ▲ Create footsteps with census messaging leading to neighborhood mailboxes.

Radio Blitz

- ▲ Encourage all local radio stations to motivate participation at a certain time in the day.

Block Party

- ▲ Assemble community residents together.
- ▲ Engage in discussions and motivate neighbors to fill out and mail back their forms.
- ▲ Serve food donated by community businesses or neighborhood associations.
- ▲ Distribute fliers.
- ▲ Play DVDs and PSAs from the Census Bureau's website.

Motorcades

- ▲ Have fire trucks lead motorcades using sirens to gain attention.
- ▲ Volunteers wave pennants out of the windows.

Social Media Blitz

- ▲ Send Neighborhood Blitz messages to your community though email, Facebook, Twitter, My Space, You Tube, and other social networking sites.



FAMILIARIZE YOURSELF WITH 2010 CENSUS MESSAGES

Familiarize your volunteers and leadership with 2010 Census messages.

One set of messaging is specific to the “March to the Mailbox” campaign. The other messaging provides general information about the 2010 Census. Be sure to arm your volunteers with appropriate messaging for a wide range of questions regarding the 2010 Census and “March to the Mailbox.”

Messages Specific to the “March to the Mailbox” campaign

- “Today, We Count”
- “Fill It Out, Mail It Back”
- “If you have already mailed back your 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.

About the Census and Partners

The Census is the largest domestic mobilization our nation undertakes. We must count everyone once, and only once, and in the right place. A complete census count is needed to ensure accurate allocation of funding as well as representation in the U.S. House of Representatives. To ensure a successful 2010 Census, we must increase the mail participation rate. To do so, we must spread the word that mailing back a form is the easiest and most effective way to participate in the census.

The Census Bureau cannot do this alone. We rely on partners, like you, to help us get the word out. We look to you to engage your community and the media, explain

the benefits of the census and encourage people to mail back their forms.

You are a trusted member of your community, and when you speak, people listen. You can help us overcome the strongest barriers to participation and shine a light on the benefits an accurate count can bring to your community.

Whether dealing with the media, reaching out directly to members of the community or participating in the “March to the Mailbox” you can deliver messages that will inspire people to take part in the 2010 Census. You can help them understand that mailing back their form is easy, important and safe.

General 2010 Census Messaging

- ▲ Census participation is easy.
- ▲ Mailing back your form is the easiest way to participate in the 2010 Census.
- ▲ One of the shortest census forms in U.S. Census history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ Census forms will be delivered or mailed to households in March 2010.
- ▲ Upon receipt, complete and return the census form in the postage-paid, return envelope. Responses to the census form should include everyone living at your address; relatives and nonrelatives.
- ▲ Census workers will visit households that do not return forms to take a count in person.
- ▲ Census participation is 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.

MEDIA OUTREACH

Please be sensitive to including media in particular neighborhoods. This may be counter-productive in some low-participation tracts.

Focus on that fact that this is the “Last Chance” to increase local participation rates as part of the “Take 10” Campaign.

Possible Story Angles

- ▲ One million volunteers on one day...
- ▲ Local leaders really care about an accurate census count...
- ▲ We are waiting with baited breath to see what our community's final Participation Rate will be after this effort to boost participation in the 2010 Census...
- ▲ Avoid having a census worker visit your home in May...For those who still haven't sent back their forms, do it now!
- ▲ Today in XXXX XXXXX Community more than 5,000 volunteers and a marching band joined the mayor urging local residents to complete their forms.
- ▲ Why does “John Doe” Community have the lowest participation rate in our city? The Neighborhood Action League is trying to change that.

RECRUIT VOLUNTEERS

Recruit from your membership rolls, churches, and other community groups. Don't forget schools; students who learned about the census through the Census in Schools program may be eager to participate in a community event. They can also earn community service credit for participating in “March to the Mailbox”

THANK YOU!

“MARCH TO THE MAILBOX” CALENDAR

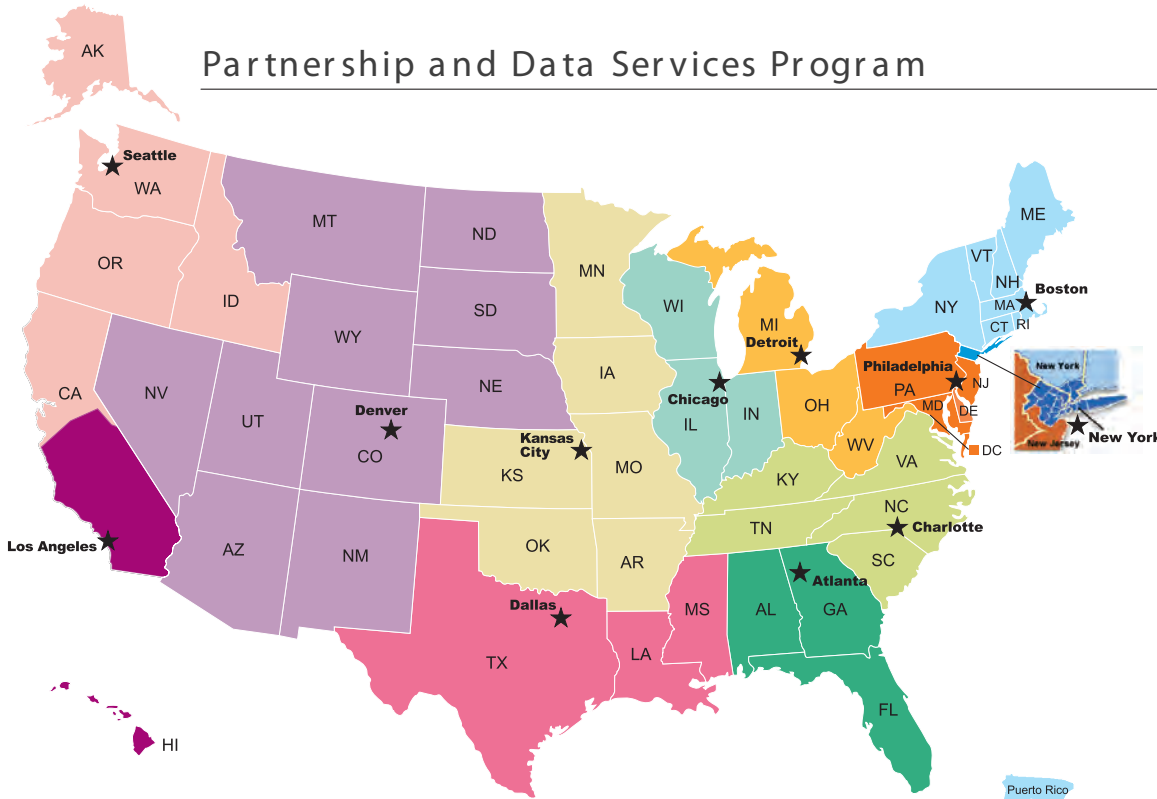
March 15-17	Census forms are delivered to households .
March 22-May 3	Mail participation rate data is available daily.
March 22-April 10	Use the mail participation rate feedback program to monitor participation in your community. Contact your Census partnership staff to discuss participation in “March to the Mailbox”. Work with Census partnership staff to plan events, invite speakers and elected officials, recruit volunteers, create materials, contact the media, obtain appropriate permits, etc.
April 3, 2010	Begin placing “March to the Mailbox” signage in the neighborhoods.
April 9, 2010	Conduct orientation for volunteers and speakers and distribute talking points.
April 10, 2010	Volunteers meet at a pre-defined location and time to begin the events. Volunteers should wear white or red clothing and bring their 2010 Census totes to carry fliers. Volunteers clean up after the event.
April 19, 2010	“March to the Mailbox” signage should be removed from neighborhood.

U.S. Census Bureau Regions

March 2010

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
425-908-4050
- 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, Iowa, 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