



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

<<Insert Date>>

Dear <<Insert Name>>:

The 2010 Census is fast approaching. By partnering with the U.S. Census Bureau, <<Insert Organization Name>> can help achieve an accurate and complete count of the nation's growing and changing population.

**Why is an accurate census count so important?** The U.S. census is taken every 10 years to count each resident and defines who we are as a nation. Census data inform critical decisions on the national, state and local levels – from congressional representation to the allocation of more than \$400 billion each year in government funding. This means the 2010 Census will directly impact your organization and those you serve.

Consider the following benefits of the census:

- The 2010 Census will create hundreds of thousands of temporary employment opportunities nationwide, bringing some of those jobs to your community.
- Federal and state funds are allocated based, in part, on census data. An accurate count means your community gets its fair share of these funds.
- Census data guide local planning decisions, including where to provide additional social services, where to build new roads, hospitals and schools, or where to locate job training centers.

Your organization can send a strong message to your community about the importance of the 2010 Census and the benefits of being counted. As a census partner, you will receive free materials and partner activity ideas to support outreach and communications efforts.

A Census Bureau representative will be in touch soon to discuss how you and your organization can make an important difference in the community you serve. The success of the 2010 Census is in our hands.

Sincerely,

<<Insert Name of Partnership Specialist or Regional Director (if so mandated)>>  
<<Insert Title>>  
<<Insert Contact Information>>