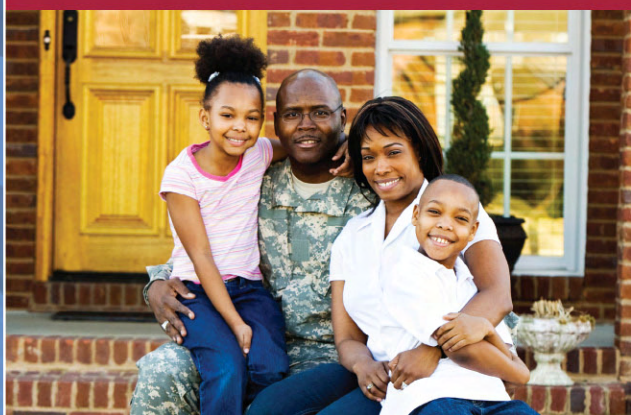


# Supporting the 2010 Census:

Toolkit for  
Reaching Veterans

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,

Thank you for your partnership with the U.S. Census Bureau in support of the 2010 Census. With your help, we can make sure that everyone in our nation is counted. But the 2010 Census is more than just a population count. Census data are used to reapportion congressional seats to states and affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.

Accurate representation and funding are especially important for veterans, as they may rely on many government, community and social service programs. However, without an accurate count of these individuals, vital community services such as health care, education, job training and other assistance programs may not be adequate.

In the past, some veterans did not participate in the census because of misinformation or reasons related to a disability or circumstance. Your partnership will help to change this. By reaching out to veterans and offering accurate information and assistance, you can help ensure they will be accurately represented in our nation's capital, as well as in their own communities.

This toolkit contains a variety of resources to support your outreach efforts. The customizable materials in this toolkit were developed with information that is important to and will resonate with veterans.

The 2010 Census is easy, important and safe, and participation is vital. I am grateful to organizations like yours – as we rely on community partners to help encourage census participation. 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



Thank you for signing on to be a Census Bureau partner. You are committed to encourage 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, and 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 kick-start your partnership and bring attention to this important census event. (See page 11.)

**2**

### **Build your action plan.**

Build an action plan that defines specifically how your organization will support the census. Through February 2010, focus on raising awareness in your community as well as informing people about the census and its benefits. After February 2010, activities should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 14.)

**3**

### **Identify and plan activities.**

A steady stream 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 sustain census awareness in your community. (See page 20.)

**4**

### **Communicate 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 24.)

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.

# Delivering Messages That Matter



## GENERAL INFORMATION AND KEY MESSAGES:

Thank you for partnering with the Census Bureau in support of the 2010 Census. To effectively communicate your partnership and encourage participation, it's important to understand how census data affect veterans, who are important and valued in our country because of their service and sacrifice.

The following information and messages are relevant to this population. Use this messaging in your partner communications initiatives to help promote the importance of the census and encourage participation.

### ▲ **Census data benefit veterans in many ways.**

- Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
  - Census data can directly affect the quality of life for veterans through improvements in health care, education and community-based and social service programs.
- Census data are used to reapportion congressional seats to states and assure proper district representation.



### **Did You Know?**

**Vietnam era veterans accounted for the largest veteran population in 2000. Nearly one-third of all veterans, 8.4 million, were from the Vietnam era. World War II veterans made up the next largest group, with 5.7 million people.**

– U.S. Census Bureau

▲ **Census data help guide all levels of government on the implementation and evaluation of programs and enforcement of laws, including:**

- The Equal Employment Opportunity Act
- Fair Housing Act

▲ **The 2010 Census is easy, important and safe, and your participation is vital.**

- **It's easy.**  
The 2010 Census form is one of the shortest census forms in history. With only 10 questions, the form takes about 10 minutes to complete.
- **It's important.**  
Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior centers, and more.
- **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.

**Special note on safety:**

In an age of identity theft, individuals may be reluctant to voluntarily provide personal information to the government. It is important to provide reassurance that an individual's personal information is protected and cannot be shared with anyone.





▲ **Census data determine funding for essential federal, state and local programs and services.**

- Those who have served in the military have a particular stake in the 2010 Census as it relates to resource distribution.
- Of interest to veterans, an accurate census count helps to determine:
  - Education opportunities
  - Job training programs
  - Housing needs and forecasting
  - Planning for health programs, clinics and short- and long-term care facilities for people with disabilities
  - Services for people living in poverty



**In Census 2000, rural and nonmetropolitan counties had the highest concentrations of veterans.**

– U.S. Census Bureau

▲ **Census forms will be delivered or mailed to households in March 2010. Every household in the United States should complete their census form upon receipt. Responding immediately to the 2010 Census form is the most efficient way to complete the census.**

- Responses to the census form should include everyone living at that address.
- Census workers will visit households that do not return the forms to take a count in person. 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, the 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 the TDD number, 1-866-783-2010. In addition to these options, a Language Assistance Guide will be available in 59 languages at all QAC locations.
- For additional assistance or information, individuals can contact Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at: [2010census.gov/partners](http://2010census.gov/partners).



**Getting  
Started:  
The Path to  
a Successful  
Partnership**

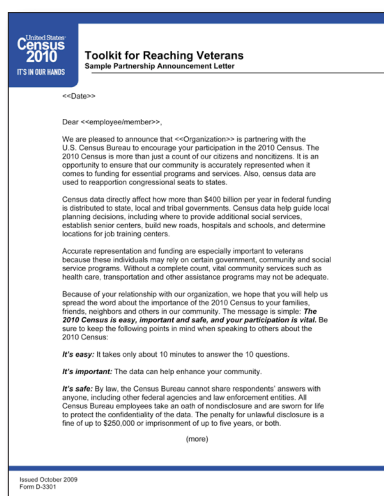




This toolkit provides resources and tips to publicly announce your partnership and help communicate the importance of the 2010 Census to veterans. It outlines helpful information to launch and sustain your partnership, including suggestions on partnership activities and communications tips and guidelines. Also, the toolkit includes specific tips and direction — from planning to event execution — to help make your partnership efforts simple, focused and successful.

## STEP 1: ANNOUNCE YOUR PARTNERSHIP

Begin by publicly announcing your support of the 2010 Census. Spread the word to employees and their families, as well as to others in your community. To assist you in these efforts, the Census Bureau has developed a variety of materials created specifically for veterans that you can customize further. Samples of customizable materials within this toolkit include:



### Partnership announcement letter

Announce your partnership with the Census Bureau by sending this information on your letterhead or as an e-mail.

**United States Census 2010**  
IT'S IN OUR HANDS

**Toolkit for Reaching Veterans**  
Sample Partnership Announcement E-mail Blast Copy

**2010 Census Partnership Announcement E-mail Blast Copy**

**Subject line:** <Organization> supports the 2010 Census

<Organization> is partnering with the U.S. Census Bureau to encourage your participation in the 2010 Census. The 2010 Census is more than just a count of our citizens and noncitizens. It is an opportunity to ensure that our community is accurately represented when it comes to funding for essential programs and services. Also, census data are used to reapportion congressional seats to states.

Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Census data help guide local planning decisions, including where to provide additional social services, establish senior centers, and build new roads, hospitals and schools. Without a complete census count, funding for vital community services important to many veterans may not be adequate.

Help us spread the word about the importance of the 2010 Census. The message is simple: **The 2010 Census is easy, important and safe, and your participation is vital.**

**It's easy:** It only takes about 10 minutes to answer the 10 questions.

**It's important:** The data can help enhance our community.

**It's safe:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement officials. All Census Bureau employees take an oath of nondisclosure and are trained to protect the confidentiality of the data. The penalty for willful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Visit 2010census.gov to learn more.

Sincerely,  
 <<Name>>  
 <<Title>>  
 <<Organization Name>>

Inward October 2009  
Form D-3301

**2010 Census Partner Proclamation**

Insert Partner Logo Here

**WHEREAS** an accurate census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities, and achieving an accurate and complete count of the nation's growing and changing population;

**WHEREAS** more than \$400 billion per year in federal and state funding is allocated to states and communities based, in part, on census data;

**WHEREAS** census data help determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city councils and voting districts;

**WHEREAS** the 2010 Census creates jobs that stimulate economic growth and increase employment;

**WHEREAS** the information collected by the census is confidential and protected by law;

Now, therefore, we PROCLAIM that \_\_\_\_\_ is committed to partnering with the U.S. Census Bureau to help ensure a full and accurate count in 2010.

As a 2010 Census partner, we will:

1. Support the goals and ideals for the 2010 Census and disseminate 2010 Census information to encourage those in our community to participate.
2. Encourage people in our community to place an emphasis on the 2010 Census and participate in events and initiatives that will raise overall awareness and ensure a full and accurate census.

\_\_\_\_\_ will help our community complete an accurate count \_\_\_\_\_ will collaborate with other like-minded groups in our community like County Committees and/or utilizing high-profile, trusted voices to promote the 2010 Census.

\_\_\_\_\_, day of \_\_\_\_\_, in the year 20\_\_\_\_

Name \_\_\_\_\_

2010census.gov

**2010 Census Partnership Certificate**

**United States Census 2010**  
IT'S IN OUR HANDS

<<Organization Name>>

\_\_\_\_\_ commits to being an official partner of the 2010 Census, because of the importance of the census to the country and \_\_\_\_\_

The 2010 Census will affect political representation, billions of dollars in government funding and decisions on new roads, hospitals, schools and more.

**10 QUESTIONS MINUTES TO DEFINE WHO WE ARE AS A NATION**

**The Census: A Snapshot**

- What: The census is a count of everyone living in the United States.
- Who: Every person living in the United States must be counted—both citizens and noncitizens.
- Why: The U.S. Constitution requires a national census once every 10 years for the purpose of reapportioning the U.S. House of Representatives. In addition, census data play a part in guiding funding for essential community services and other important programs.
- When: Households will receive a census form in March 2010 either by U.S. mail or by hand delivery.

**Benefits of Census Data for Veterans:**

- Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
- Those who have served in the military have a particular stake in the 2010 Census as it relates to resource distribution.
- Of interest to veterans, an accurate census count helps to determine:
  - Education opportunities.
  - Job training programs.
  - Housing needs and forecasting.
  - Planning for health programs, clinics and atrium, and long-term care facilities for people with disabilities.

**Veterans United States Census 2010**

**THE 2010 CENSUS IS EASY, IMPORTANT AND SAFE, AND PARTICIPATION IS VITAL.**

**It's easy:** The 2010 Census form is one of the shortest, easiest forms in history. With only 10 questions, the form takes about 10 minutes to complete.

**It's important:** Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior centers, and more.

**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 the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Signature <<Name>> <<Title>> <<Organization Name>> <<City>>

Signature <<Name>> <<Title>> U.S. Census Bureau <<City>>

## Newsletter, e-mail blast, and Web site copy

Use the sample copy provided to announce your partnership with the Census Bureau in internal and external communications including newsletters, e-mail blasts and Web sites.

## Partner proclamation

Proclaim your role as a Census Bureau partner with this customizable form. Use the proclamation in ceremonies, events and other official announcements.

## Partnership certificate

Customize and hang this certificate in offices or lobbies, or post it to your Web site to acknowledge your partnership with the Census Bureau.

## 2010 Census fact sheet

This fact sheet, specific to veterans, provides information about the 2010 Census and can help reinforce how the census works and why it is conducted.



**Confidentiality poster and flier**

These materials assure employees, members and others that their census participation is safe. Display the posters in high-traffic areas and distribute fliers to your employees, individuals your organization serves, and others in your community.

**Awareness poster**

This poster is the first in a unique series designed to build awareness of and encourage 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 posters in your office, lobby or other high-traffic areas to create awareness of the coming 2010 Census.

**Did You Know?**

Veteran status, including period of military service, is used primarily by the Department of Veterans Affairs to measure the needs of veterans and to evaluate the impact of veteran benefits programs dealing with health care, education and employment, and disability and retirement.

Census data are needed to conduct policy analysis, program planning, and budgeting for federal veterans' programs, and for reports to Congress on veterans' facilities and services. Based on data about veterans, local agencies develop health care and other services for elderly veterans under the Older Americans Act.

— U.S. Census Bureau



## STEP 2: BUILD YOUR ACTION PLAN

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) and beyond.

Create an action plan that outlines how your organization will raise general awareness about the census and its importance to veterans. As you develop your plan, ask yourself:

- ▲ What barriers do veterans face in completing and returning the 2010 Census form? For example, in your community, could some veterans:
  - Have disabilities and require special assistance?
  - Need help reading and completing the form or understanding the instructions?
  - Be homeless or transient and possibly be missed by the census?
  - Be concerned about the safety of their personal information?
- ▲ What kinds of information or services can you provide to help overcome these barriers?
- ▲ How can you communicate the benefits of participating in the census, including the difference it will make in the community, for veterans as a whole, and across the nation?
- ▲ What community events can you use to promote participation in the 2010 Census?

### Did You Know?

**Census 2000 counted 208.1 million civilians 18 and older in the United States. Within this population, approximately 26.4 million or 12.7 percent were veterans.**

— U.S. Census Bureau, *Veterans: 2000*, Census 2000 Brief, issued May 2003



Throughout 2009, your focus should be on raising awareness and educating veterans about the 2010 Census and its benefits. Beginning in January 2010, you should plan communications and events that lead up to form distribution in March 2010 and continue through April 1, 2010 — the official day of the population count — and beyond.

## 2010 Census Timeline

The following timeline outlines major 2010 Census operational milestones and important partnership activities. By organizing activities around key dates, you can help build awareness of the 2010 Census.

<b>March 2010</b>	Census forms are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day — the official day of the population count.
<b>April - July 2010</b>	Census workers visit households that did not return a form by mail.
<b>Dec. 31, 2010</b>	Census Bureau delivers population counts to the President of the United States.
<b>March 2011</b>	Census Bureau completes delivery of redistricting data to states.

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



**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. Alongside these key census milestones, 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 July 2009 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 2010 Census outreach plan.

**Did You Know?**

Since 1840, decennial censuses have included a question about veterans.

- U.S. Census Bureau, Veterans: 2000, Census 2000 Brief, issued May 2003





## Reaching Veterans: A Checklist For Success

A successful outreach campaign requires planning and comprises many facets. Use the checklist below to help establish and guide your census campaign efforts and activities.

### ☐ **Establish a 2010 Census Complete Count Committee.**

Engage others in your organization and community to take a leadership role in planning activities and communications around the 2010 Census. A Complete Count Committee (CCC) is a team of tribal, state, local or community leaders that develops and implements a locally-based outreach and awareness campaign to increase visibility of the 2010 Census in a particular community. CCCs serve as “census ambassadors,” promoting the census to everyone in their local areas – especially to those hard-to-count populations – to ensure that everyone is counted.

- ▲ Form a manageable committee of 5-to-10 individuals to help organize and execute your census campaign.
- ▲ Enlist individuals who bring a specific skill or perspective to the census committee, such as senior and junior staff members, marketing and communications personnel, online specialists, administrators, case workers, community liaisons, etc.
  - Consider inviting veterans from the community to serve on the committee as well.
- ▲ Use the first meeting to set a direction and highlight goals and expectations.
- ▲ Hold meetings at a regular time, date and location.
- ▲ To encourage productivity and ownership of various census-related efforts, all committee members should be assigned specific duties. All members should be expected to report on their progress at following meetings.



## ☐ **Engage Employees and Members as 2010 Census Advocates.**

Keep everyone within your organization apprised of census outreach efforts and activities. Empower all individuals with the knowledge necessary to communicate to their families, friends and neighbors about the importance of census participation by veterans.

- ▲ Promote and publish census information, as well as your organization's specific plans, in all employee communications (see the toolkit for recommended copy for newsletters and Web sites).
- ▲ Establish a 2010 Census section of your Web site and encourage members and employees to post comments, questions and ideas for reaching veterans. Highlight comments/ideas of the week.
- ▲ Ask a member of the 2010 Census Committee to speak directly with their coworkers and colleagues about volunteer opportunities (staffing census events and activities or creating and distributing communications).
- ▲ Encourage census discussions and brainstorming activities at employee meetings. Invite a veteran to an employee meeting to share their personal story.



### **Did You Know?**

Poverty rates were low among veterans for every period of service. Overall, 8 percent of veterans lived in poverty, compared to 13 percent of the U.S. adult population in general, according to the 2006 American Community Survey.

– U.S. Census Bureau

## ☐ **Enlist Community Partners for Support.**

Identify partners in your community who can assist with the distribution of communications or the hosting and support of events.

- ▲ Possible partners and supporters could include:
  - Organizations and associations that care for veterans and/or their families.
  - Businesses that provide products or services for veterans.
  - Community hubs, such as grocery stores, pharmacies, banks, libraries and shelters.
- ▲ Before approaching partners, consider how you could best work together and what type of assistance you would need. For example:
  - Are you looking for partners to distribute your census materials to their customers or members?
- Would you like a partner to donate space, funds or items for an upcoming event?
- Do you want the partner's customers or members to promote or participate in an event or activity you are hosting?
- ▲ Once the level of support is determined, send a letter to the organization's manager or director with your specific request. Place a follow-up call to confirm receipt of the letter and discuss the request. Be sure to highlight the importance of census participation for veterans.



### **Did You Know?**

According to the 2007 American Community Survey, there were 358,000 living veterans in 2007 who served during both the Vietnam and Gulf War eras.

## STEP 3: IDENTIFY AND PLAN ACTIVITIES

Be strategic about your planned activities and target them as closely as possible to the needs and interests of veterans. For example, volunteerism, civic-mindedness and patriotism are valued by veterans, so consider activities that will connect those values to taking part in the census.

Following are suggestions for activities to help you raise awareness of the 2010 Census and communicate the benefits of census participation:

### Volunteer as a speaker at community meetings and events.

- ▲ Work with organizations within your community to publicly address veterans and their families about the importance of the 2010 Census.
- ▲ Sign up for speaking engagements at health fairs and screenings and other community events.
- ▲ Leverage your organization's experience and insight at serving veterans as a call to action.
- ▲ Use the key messages and information provided in this toolkit to discuss the importance of the 2010 Census and its impact.
- ▲ Encourage your colleagues - at all experience levels and ages - to publicly share this information as well.

### Conduct activities on days of key observances or events currently offered by your organization.

- ▲ Work with your 2010 Census committee to decide what type of event or activity your organization would like to host. Calendar milestones are ideal reasons to host events that gather your members together for a single milestone or other notable purpose. As such, host events and activities that coincide with calendar milestones that are important to your audience. Relevant milestones for veterans might include:
  - Nov. 11: Veterans Day
  - Feb. 1: National Freedom Day
  - Local Veterans Appreciation Days

Identify activities or events currently offered by your organization to determine if a census component or theme would be possible. Examples of such events can include health screenings/fairs (offer services by groups who rely on funding based on census data).

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

### Use technology to deliver the message.

Incorporate information from this toolkit into electronic newsletters, Web sites and e-mail campaigns. Include a timeline of key census dates and a link to [2010census.gov](http://2010census.gov).

- ▲ Emphasize the impact census data have on community programs and facilities that matter most to veterans and their families, including:
  - Education assistance
  - Job training
  - Housing
  - Medical assistance
  
- ▲ Search and link to [2010census.gov](http://2010census.gov) for interesting facts and information about your area and use this information to generate interest.

### Make your Web site easy to use:

Use 12- or 14-point type size and make it easy to enlarge text.

Use high-contrast color combinations such as black type against a white background.

Provide text-only versions of multimedia content.

Provide a speech function to hear text read aloud.



In addition to online materials, be sure to provide printed materials at your organization's offices and census events. Encourage local veteran halls to offer copies of key materials as well.

### Bring the message to the masses.

- ▲ Provide space for a Be Counted site, where unaddressed census forms are available for use by people who did not receive a form in the mail or who believe they were not otherwise included on any other census form. Or, provide space for a Questionnaire Assistance Center (QAC) to support those unable to read or understand the census form. Offer assistance wherever people gather (veteran halls and medical facilities, malls, libraries, etc.).
- ▲ Contact the Partnership and Data Services Program staff at your Local Regional Census Center to learn more about how to become a Be Counted site or QAC. Contact information can be found at: [2010census.gov/partners](http://2010census.gov/partners) or at the end of this toolkit.

### Explain the 2010 Census residence rules.

- ▲ Most people should be counted where they live and sleep most of the time. Some veterans may be “snowbirds,” who have homes in two cities, and they may have questions about where to complete their census form. Also, because some veterans may be homeless or transient, additional explanation of the residence rules may be necessary.
- ▲ Distribute copies of the *How People Are Counted* brochure, which is available in this toolkit. Make note of how people in special living situations (care facilities, etc.) should be counted.

### Engage other organizations that serve veterans.

- ▲ Tap the network of organizations and agencies in your community to co-host events and help spread the word. Reach out to organizations that serve veterans, including:
  - The American Legion
  - The Veterans of Foreign Wars of the United States
  - Disabled American Veterans
  - Blinded Veterans Association
  - The Wounded Warrior Project
  - Retired Enlisted Association (TREA)
  - Veterans from specific conflicts
- ▲ Add to established programs and events (annual war memorials, reunions, picnics, classes, activities, etc.) to include a census-awareness component.



#### Did You Know?

In 2007, the number of veterans aged 65 and older was 9.3 million. In contrast, 1.9 million were younger than 35.  
- Statistical Abstract of the United States: 2009

## Planning

Event planning should begin at least eight weeks prior to the event date. Use the 2010 Census calendar, available in this toolkit, as a guide.

Below is a simple timeline of how to implement your event planning throughout the course of eight weeks:

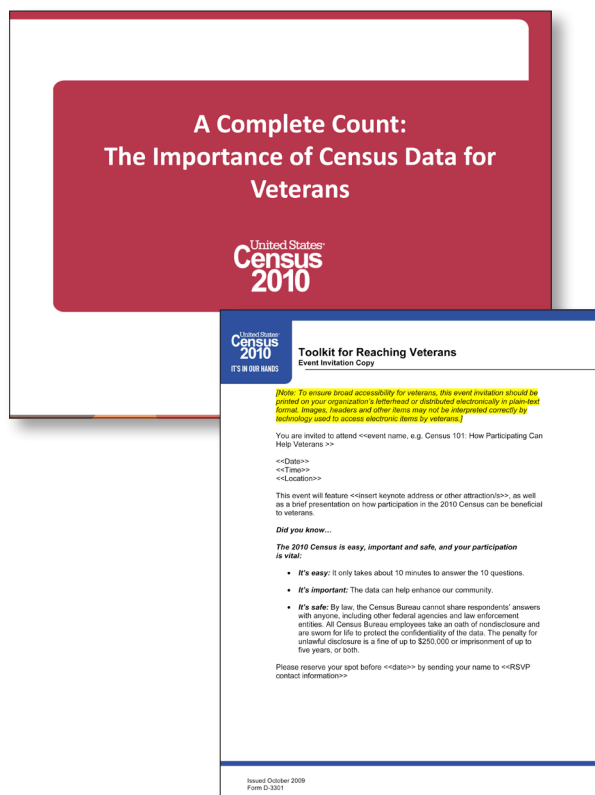
<b>8 weeks prior</b>	Begin weekly planning meetings.
	Decide date and theme of event.
	Reach out to partners for support (if necessary).
<b>6 weeks prior</b>	Confirm date, time and location (reserve space, make arrangements for refreshments, entertainment and decorations/materials).
	Finalize guest list.
<b>5 weeks prior</b>	Prepare event communications (create event invite, newsletter and Web site copy, speaker materials, event agenda, remarks, etc.).
<b>3 weeks prior</b>	Distribute invites and begin promoting the event to internal and external audiences (employees and members, veterans, their families and community leaders).
<b>1 week prior</b>	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.
<b>Details</b>	Ensure that the event is easily accessible to veterans with disabilities and/or family members/caregivers.
	Provide materials and resources that are easy to read and understand (large font, etc.).
	Train volunteers on message points that are particularly relevant to veterans.
	Make sure that VIP guests and sponsors are acknowledged publicly and appropriately.
<b>After the event</b>	Send thank you notes to volunteers, partners and VIP guests.
	Post event photos and highlights in your newsletter and on your Web site.

**Please note: Partner organizations are responsible for all costs associated with hosted events and meetings, such as food and beverage costs or space rental fees.**

## STEP 4: COMMUNICATE ABOUT THE 2010 CENSUS

Once your plan is in place, you are ready to promote the 2010 Census and deliver important census-related information to your key audiences.

As a supporter of the 2010 Census, you can help make a difference for veterans by raising awareness of the census and encouraging participation. Use the following customized toolkit materials to support your partnership efforts.



### 2010 Census PowerPoint

Use this customizable PowerPoint in presentations to members, affiliates and other advocates. These slides showcase the impact of the census on veterans and feature some key operational milestones. Edit the slides to include or remove information as appropriate for the audience, and include information about your own planned events and activities. The PowerPoint presentation is available as a separate electronic file in this toolkit.

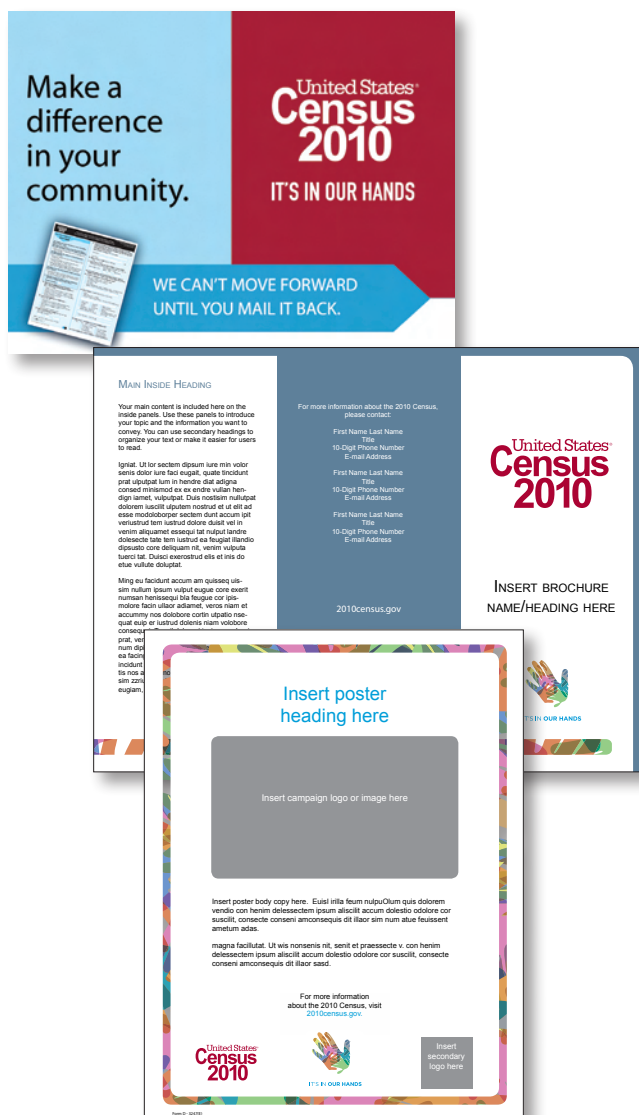
### Event invitation

This invitation can be customized to invite veterans to participate in census-related events hosted by your organization. The customizable event invitation is available as a separate electronic file in this toolkit.

## Did You Know?

The American FactFinder tool developed by the Census Bureau can help provide specific information about how communities are changing to meet the needs of veterans. It is a critical element in the Census Bureau's reengineered 2010 Census plan. Find it at: [factfinder.census.gov/](http://factfinder.census.gov/).





### 2010 Census Web banners

2010 Census Web banners are available to post on your organization's Web site. They provide an ongoing reminder about the 2010 Census and drive Web users to the 2010census.gov Web site for more information.

### 2010 Census brochure template

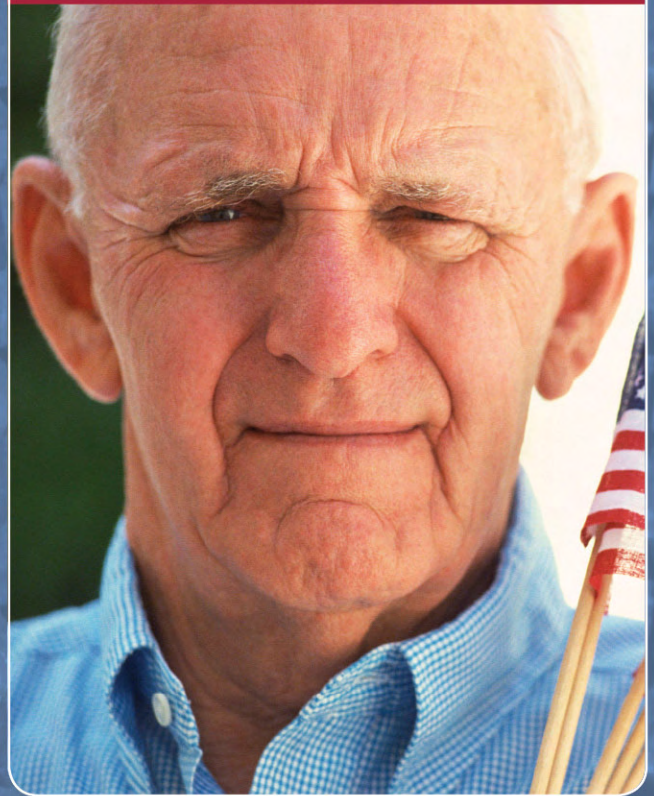
This pre-designed template can be used to develop a census brochure that highlights your organization's involvement in the 2010 Census. Consider including information about the importance of obtaining a complete and accurate count, how census data affect everyone's quality of life, and the resources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

### 2010 Census poster/flier template

Use this pre-designed template to create a poster or flier highlighting your organization's census-related events and activities. The template is available as a separate electronic file in this toolkit.

**Thank you for supporting the 2010 Census.  
You will make a difference in your community.**

**Regional  
Census Center  
Contact  
Information**

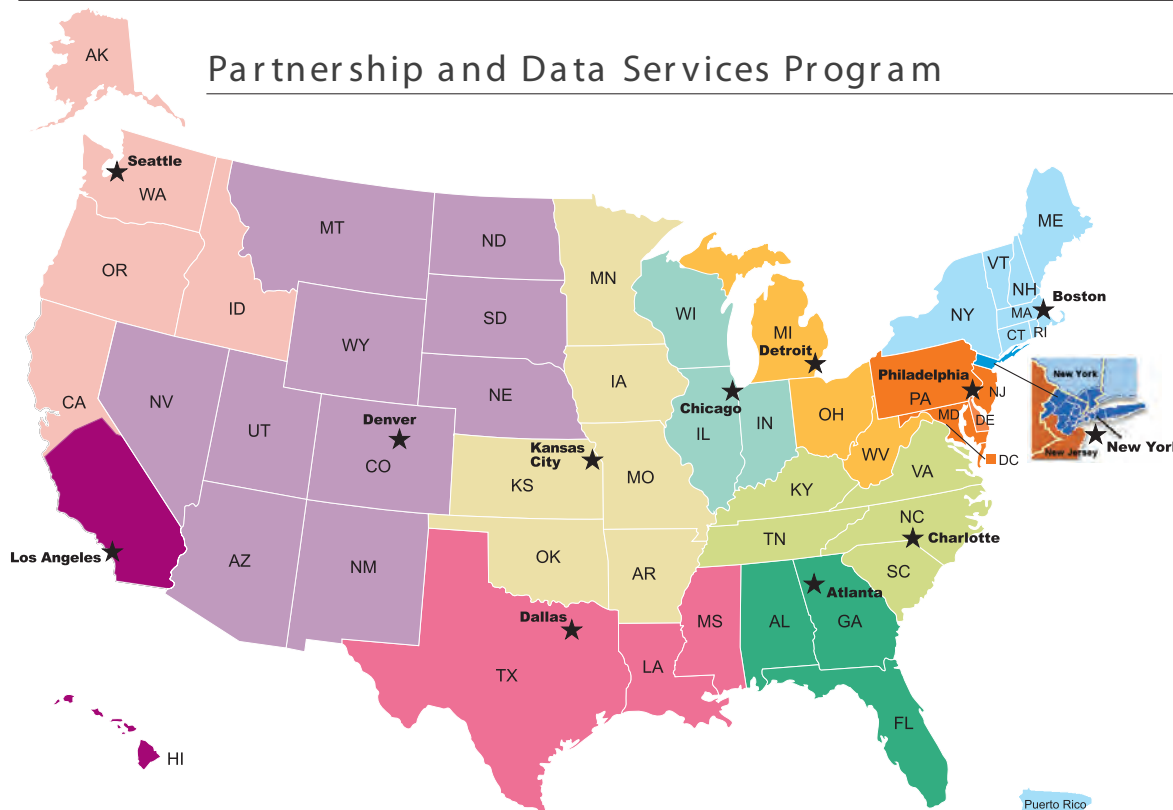


# U.S. Census Bureau Regions

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

VETERANS