



# Supporting the 2010 Census:

Toolkit for Reaching  
Business Organizations

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

IT'S IN OUR HANDS

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Dear 2010 Census Partner,

I would like to take this opportunity to welcome you as a 2010 Census partner. You have taken an important step by formally pledging your organization's commitment to share the 2010 Census message with your employees, customers, business and industry partners, as well as other individuals your business reaches.

Every person living in the United States must be counted in the 2010 Census – including people of all ages, races, ethnic groups, citizens and noncitizens. Achieving a complete and accurate count of our nation's growing and changing population is an enormous, but vital task, and as a trusted pillar of your community, your business can help the U.S. Census Bureau reach a wide spectrum of diverse audiences and achieve this goal.

Whether you are a small, medium or large-sized business, your support of the 2010 Census will provide valuable benefits to your company, the business community, and the community you serve. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Census data are critical to helping companies make strategically and fiscally sound decisions that spur and sustain economic development and growth, and improve the quality of life in all communities.

**The 2010 Census will provide detailed data to help your business effectively:**

- Analyze local trends.
- Make informed business decisions, from marketing and capital spending to merchandising and work force decisions.
- Understand your customers' demographics and needs.
- Select business, store or facility locations.
- Make long-term and forward-looking business decisions.

**Your community will benefit from data that allow leaders to:**

- Plan urban land use.
- Reapportion seats in the U.S. House of Representatives.
- Design public safety strategies.
- Determine where to build new roads, hospitals, housing, schools and more.

**This toolkit is intended to provide you with a variety of tools and suggested activities that can help you raise awareness of the 2010 Census and spread the word that participation in the census is easy, important and safe. The toolkit also contains many resources and ideas to help you announce your support of the 2010 Census and customize communication efforts to share this valuable information within your organization and business community.**

By partnering with the Census Bureau, you are investing in the future of your business and the economic infrastructure of our communities. 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 Groves  
Director, U.S. Census Bureau



**A Partner  
Quick-Start  
Guide**



You signed 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 federal 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 7.)

**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. Activities in 2010 should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 10.)

**3****Begin communicating 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 16.)

**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 sustain census awareness 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.

A blue-tinted background image showing a close-up of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are wearing dark suit sleeves with white cuffs. The background is slightly blurred, showing other people in a professional setting.

**Getting Started:  
Resources to  
Announce Your  
Partnership**

## Getting Started: Resources to Announce Your Partnership

(September 2009 through December 2009)

Your organization made an impactful and positive decision for your business and your community by partnering with the Census Bureau to encourage participation in the 2010 Census. As a key influencer in your community, you are entrusted to educate your employees, customers, business and industry partners, and the community you serve that participation in the census is easy, important and safe.

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. Accurate data collected from the 2010 Census are vital to the success of your business, the economic stability of our communities, and the future of our nation.

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

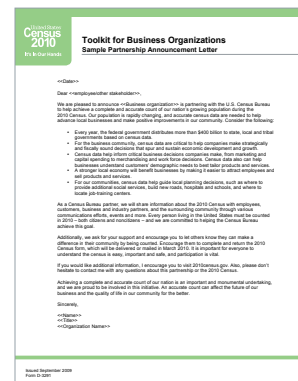
Begin by publicly announcing your support of the 2010 Census to your employees, customers, business and industry partners, and others within your community by drawing from the valuable resources in this toolkit, which are listed below for your reference. These tools will help to make your work as easy and effective as possible.

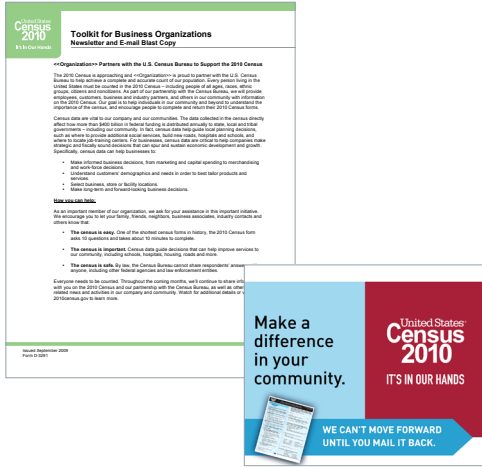
**Partnership announcement letter** – Announce your partnership with the Census Bureau to internal and external audiences by sending this information on your letterhead or as an e-mail. The letter is available as a separate electronic file in this toolkit.

### A few of the ways businesses can use census data:

- ▲ Gauge the competition
- ▲ Calculate market share
- ▲ Locate business markets
- ▲ Locate distributors or resellers
- ▲ Determine site location
- ▲ Design sales territories and set sales quotas
- ▲ Enhance business-opportunity presentations to banks or venture capitalists
- ▲ Evaluate new business opportunities
- ▲ Research
- ▲ Maintain local tax base
- ▲ Assist local businesses
- ▲ Obtain public policy and statistics

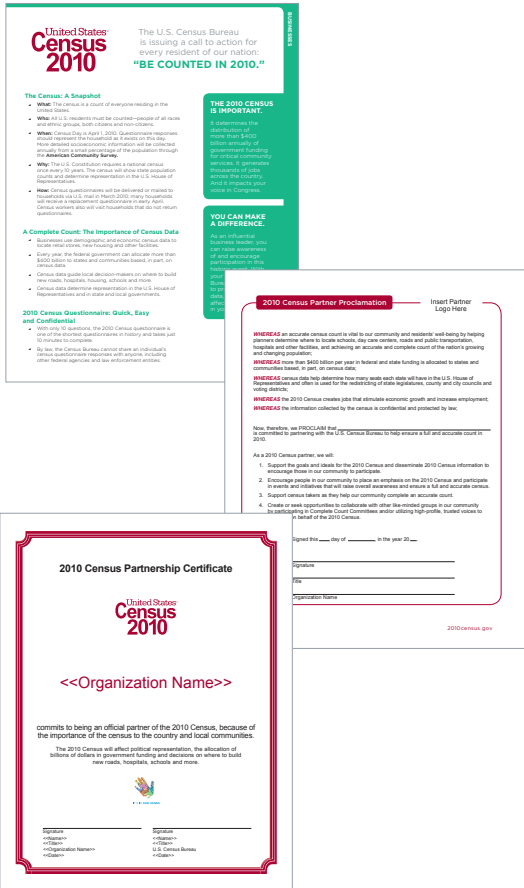
Source: <http://www.census.gov/epcd/www/ec97use2.htm>





Newsletter, e-mail blast and Web site copy - Copy for newsletters, e-mail blasts and/or Web sites is provided and can be used to announce your partnership with the Census Bureau. The included copy is for example only and can be customized to include information specific to your business. These materials are available as a separate electronic file in this toolkit.

Web resources - Post these Web banners and Web images to your official Web site or blog, or use them on social networking sites to help raise awareness of the 2010 Census. Available as a separate electronic file in this toolkit.



2010 Census business partner fact sheet - This fact sheet includes information for business organizations about partnering with the Census Bureau. Share it with internal audiences to build a greater understanding of the census and its impact on businesses. The business partner fact sheet is available as a separate electronic file in this toolkit.


Partnership proclamation - Consider proclaiming your role as a Census Bureau partner. Use this document in ceremonies, such as an employee event, to make an official announcement regarding your business's support of the 2010 Census. The proclamation is available as a separate electronic file in this toolkit.

Partnership certificate - Customize and hang this certificate in offices, lobbies or bulletin boards, or post it to your Web site, to demonstrate your support of the 2010 Census. This form is available as a separate electronic file in this toolkit.

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

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.



A blue-tinted background image showing a group of people in business attire. In the center, two hands are shaking, symbolizing agreement or partnership. The scene is set on a wooden floor.

**Building  
Momentum  
and Inspiring  
Participation  
Through  
Outreach**

# Building Momentum and Inspiring Participation Through Outreach

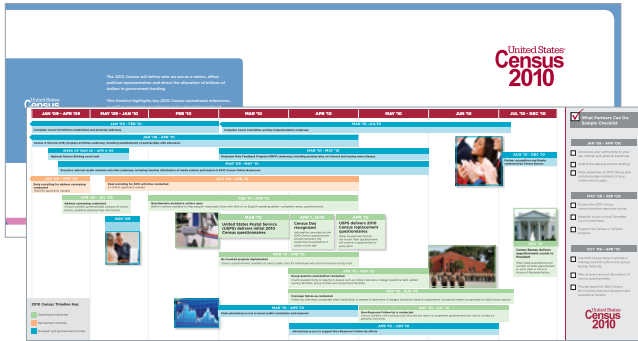
(From the day your business announces its partnership through April 2010)

## We've announced our support of the 2010 Census. Now what?

As a business, you have a unique opportunity to share news and information about the 2010 Census with a broad and diverse group of individuals, including your employees, customers, business or industry partners, and your surrounding community. After announcing your partnership, we recommend that your business create an action plan that outlines how your organization will raise general awareness about the census and its importance to the individuals your business touches. Consider key operational census milestones that will occur between now and Census Day (April 1, 2010), as well as upcoming events and activities in which your business is participating.

## Available materials to help you develop your action plan:

The following turnkey tools, created by the Census Bureau, can help you to identify key census dates and assist in the development of your action plan, including:



**2010 Census operational milestone timeline -**  
This timeline highlights key dates for the 2010 Census, including 2010 Census form distribution and Census Day. The operational milestone timeline is available as a separate electronic file in this toolkit.

**18-month calendar for 2010 Census partners -**  
Hang this printable calendar – spanning July 2009 through December 2010 – in your office as an attractive reminder of important census dates as well as suggestions for what you, as a partner, can do to support the census through your outreach plan. Contact your regional partnership specialist to obtain a print version measuring 11" X 17" or download and print your own copy. This calendar is available as a separate electronic file in this toolkit.



## BUSINESS ORGANIZATIONS

As you develop your plan, ask yourself:

- ▲ What are the largest barriers to getting our internal and external audiences to complete and return the 2010 Census form?
- ▲ How can our business communicate the benefits of participating in the census, including the difference it will make to our business and across the nation?
- ▲ What kind of information can our business share to help overcome these barriers?
- ▲ What business events and partnerships can we leverage to promote participation in the 2010 Census?
- ▲ How can we extend beyond our employees to help others in our community and industry complete and return their census forms?

Throughout 2009, your focus should be on raising awareness about the 2010 Census and its benefits. Beginning in January 2010, you should plan communications efforts and events that gradually lead up to a crescendo of census messages in March 2010, to align with the distribution of the 2010 Census forms, and April 1, 2010 - Census Day, the official reference day of the population count.

### Snapshot of U.S. Businesses (Ownership and Gender)

Business type (gender)	Firms (number)	Establishments (number)
All firms	5,524,784	7,016,700
Female-owned	916,657	959,676
Male-owned	3,524,969	3,944,513
Equally male-/female-owned	717,961	755,421
Publicly held and other firms not classifiable by gender, Hispanic or Latino origin, and race	352,720	1,336,316

Source: Census Bureau, 2002 Survey of Business Owners, [census.gov](http://census.gov)

## Suggested Activities:

We encourage your business to consider the following activities and materials to help support your communications efforts and keep the 2010 Census top of mind among both internal and external audiences:

Communicate 2010 Census information via payroll stubs. To raise awareness among your employees, print simple and concise census messages on payroll stubs to remind them about the upcoming 2010 Census and its importance to businesses. Consider adding the following message:

*Filling out the 2010 Census form is easy, important and safe. Remember to complete and return the 10-question 2010 Census form, which will be delivered or mailed in March 2010.*



Develop special events or recognition opportunities for employees that commit to filling out their census form. Consider hosting an employee lunch, offering a casual day or raffling off a prize for employees who commit to filling out their census form. Keep a visible, running tally of employee commitments in a primary location for all employees to see, and provide regular updates to employees on the number of commitments received.

Engage business partners and industry organizations. Reach out to business partners and industry organizations and encourage them to include information on the 2010 Census in their communications initiatives, including newsletters, e-mail blasts, Web sites, intranets, 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 at your business 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, to support those unable to read or understand the census form. Also, encourage media contacts your business has to help spread the word about the 2010 Census.

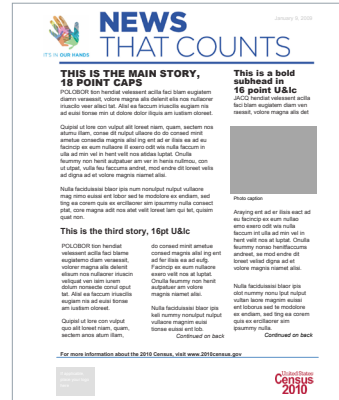
Sign up for speaking engagements. Include messages about the 2010 Census in existing speaking engagements and public appearances by key executives from your organization. Discuss the importance of participating in the 2010 Census during the speaking engagement.

Join a Complete Count Committee (CCC). A CCC is led by interested government and nongovernment parties to encourage census participation. Contact Partnership and Data Services staff at the Regional Census Center for information on a CCC near you. Contact information can be found at the end of this toolkit or at [2010census.gov/partners](http://2010census.gov/partners).



# Available Materials to Help You Spread the Word About the 2010 Census:

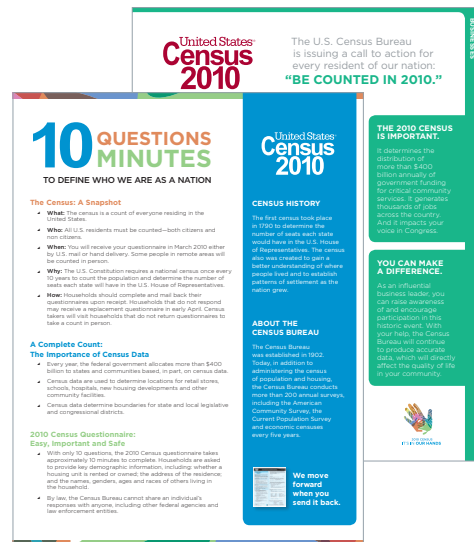
Customizable newsletter template - Use this pre-designed template to create your own newsletter centered on your organization's support of the 2010 Census. Also, continue to utilize newsletter, e-mail and Web site copy that was discussed in the "Getting Started" section of this toolkit. The newsletter template along with copy for newsletters, e-mail blasts and Web sites are available as separate electronic files in this toolkit.



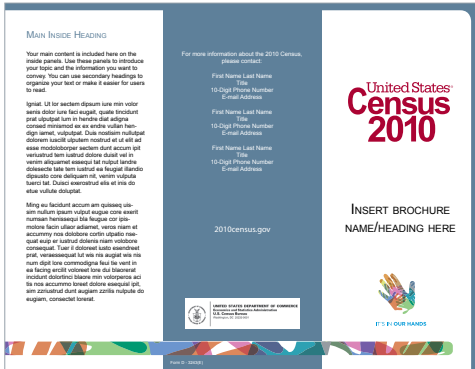
Customizable poster/flier template - Use this pre-designed template to create a poster or flier highlighting your business's census-related events and activities. Hang the poster or flier around your business for employees, customers and others to easily see. The poster/flier template is available as a separate electronic file in this toolkit.



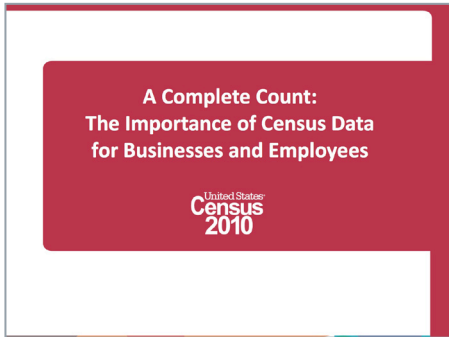
2010 Census fact sheets - This toolkit includes two fact sheets you can distribute to internal and external audiences. The first offers general information about the 2010 Census, and can help reinforce how the census works, why it counts and why it is conducted. The second fact sheet includes information for business partners about your partnership with the Census Bureau. The fact sheet provides information on the 2010 Census and why it is important for everyone in the United States to participate. Share this fact sheet with your business partners to help build a greater understanding of the census and its impact on businesses. The fact sheets are available as separate electronic files in this toolkit.



## BUSINESS ORGANIZATIONS



**Customizable brochure template** – This template allows you to drop customized content relevant to your business into a pre-designed layout that aligns with the 2010 Census campaign. Content might cover how a complete and accurate count could impact your business, the confidentiality of census responses, and instructions for completing the form. Sample brochure copy that offers background on the census also is included as a separate electronic file in this toolkit.

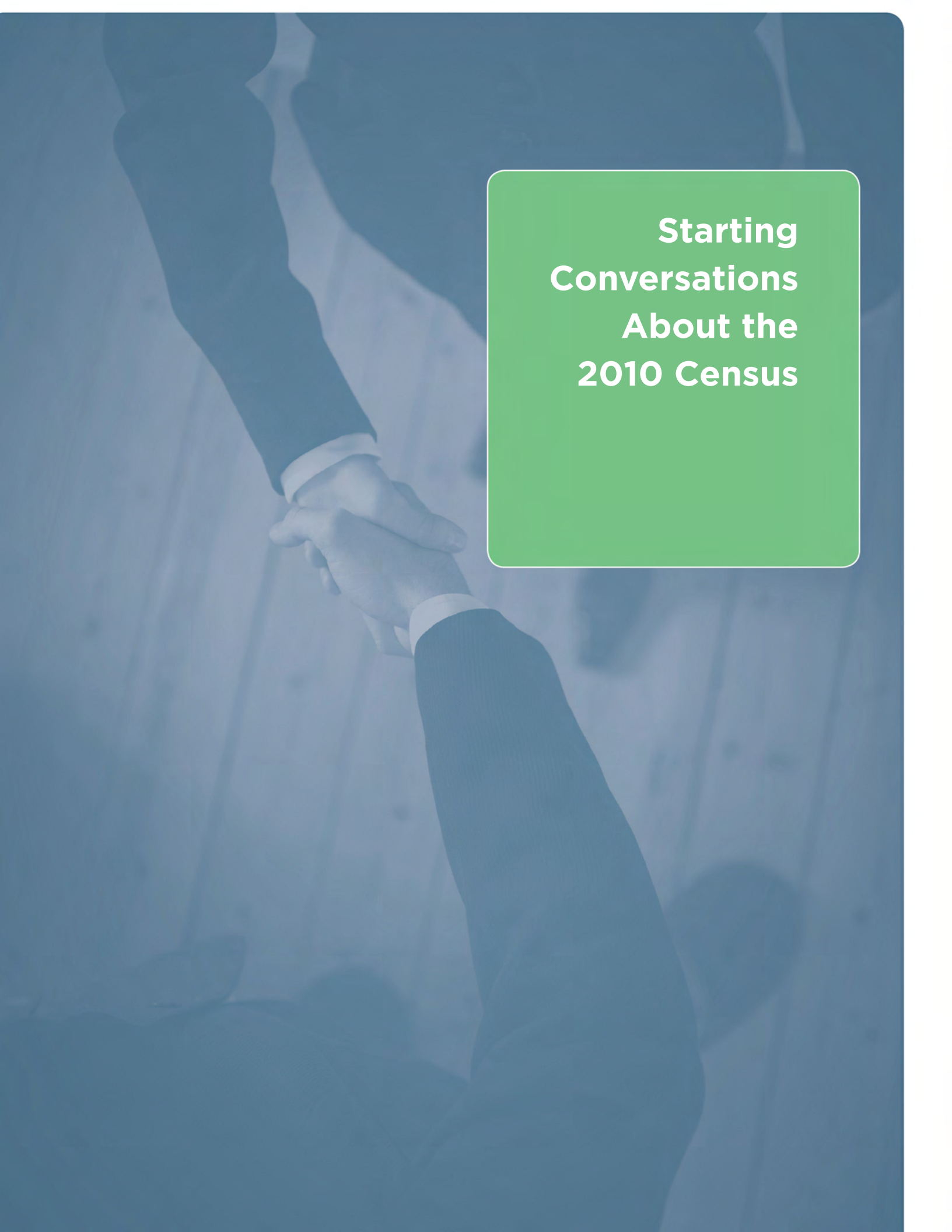


**PowerPoint presentation** – Utilize this PowerPoint presentation in speaking engagements to help educate employees on the importance of the census and their participation. The PowerPoint presentation is available as a separate electronic file in this toolkit.

### Snapshot of U.S. Businesses (Ownership and Race/Ethnicity)

Business Type (race and ethnicity)	Firms (number)	Establishments (number)
All firms	5,524,784	7,016,700
Hispanic or Latino	199,542	205,686
Not Hispanic or Latino	4,960,246	5,454,341
White	4,712,119	5,194,685
Black or African-American	94,518	99,139
American Indian and Alaska Native	24,498	25,712
Asian	319,468	330,298
Native Hawaiian and Pacific Islanders	3,693	3,787
Publicly held and other firms not classifiable by gender, Hispanic or Latino origin, and race	352,720	1,336,316

Source: Census Bureau, 2002 Survey of Business Owners, [census.gov](http://census.gov)



**Starting  
Conversations  
About the  
2010 Census**

## Starting Conversations About the 2010 Census

As a trusted business leader, we encourage you to take every opportunity to discuss the importance of participation in the 2010 Census with your employees, customers, the businesses you work with and the 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 the messages on the following pages with data and information about your specific business, or include other information relevant to your key audiences, including employees, customers, business or industry partners, or others in your surrounding community.

### Messaging to introduce the 2010 Census and your partnership:

- ▲ The 2010 Census is underway. Building on the success of Census 2000, our business is partnering with the U.S. Census Bureau to help meet the extraordinary challenge of achieving a complete and accurate count of our country's population in 2010.

*"Promoting participation in the census is an important civic duty for Target. We actively support and are a proud partner of the 2010 Census because census data help assess how business is conducted today, guide future growth and promote healthy communities."*

*- Target*



- ▲ Our population is rapidly changing. As business advocates and leaders, we must find ways to help businesses and our community meet the changing needs of the population. According to projections released by the Census Bureau, the nation will be more racially and ethnically diverse, as well as much older, by mid-century.

- Minority groups, now roughly one-third of the U.S. population, are expected to become the majority in 2042, with the nation projected to be 54 percent minority in 2050. By 2023, minority groups will comprise more than half of all children.
- In 2030, nearly one in five people in the United States is expected to be 65 and older. This age group is projected to increase to 88.5 million in 2050, more than doubling since 2008 (38.7 million).  
*Source: U.S. Census Bureau 2008 National Population Projections (<http://www.census.gov/population/www/projections/2008projections.html>)*



- ▲ We are supporting the 2010 Census because it provides our community specific benefits:
  - Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data, and census data directly affect how federal funding is distributed.
  - Census data help businesses make informed, strategic and fiscally-sound decisions that spur and sustain economic development and growth, and improve the quality of life in all communities.
  - There are multiple and important business decisions companies make from census data, from marketing and capital spending to merchandising and work force decisions. Census data also can help businesses understand customers' demographic needs to best tailor products and services.
  - Census data help guide local community planning decisions, including where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers.
  - An accurate count can affect the future of our business and the quality of life in our community for the better. A stronger community will benefit businesses by making it easier to attract employees and sell products and services.

### Describe partnership activities

- ▲ Census forms will be delivered or mailed to households 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.
- ▲ To help raise awareness of the 2010 Census and to increase participation we can:
  - Leverage our role as a visible pillar within the community to ensure everyone understands that participation in the 2010 Census is easy, important and 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.
  - Reinforce that every person in the United States must be counted – both citizens and noncitizens.
  - Include 2010 Census information in internal communications, such as newsletters, bulletins, announcements and on our Web site.
  - Display and distribute 2010 Census promotional materials provided by the Census Bureau.
  - Discuss the importance of participating in the 2010 Census with other employees, customers, business associates and others from the surrounding community.

- Encourage family, friends, neighbors and co-workers — both citizens and noncitizens — to complete and return the form by mail upon receipt.
- Remind our audiences that the 2010 Census form asks just 10 questions and takes about 10 minutes to complete.
- Consider becoming more involved as a partner through event sponsorships, hosting events and other highly visible activities.
- Responding immediately to the 2010 Census form is the most efficient way to complete the census. Census workers may visit households that do not return the form.
- What can we do as a business to have the greatest impact in encouraging people to participate in the census?
- What are three things our business can do during the next year to distribute information, sustain momentum and demonstrate our support of the census within our community?
- How can we engage others - co-workers, customers, business associates and people in the community - to participate in the 2010 Census?
- What other organizations might be interested in partnering with the Census Bureau to support the 2010 Census? Who from their staff would likely spearhead the effort?

#### Spark discussion with employees and promote action

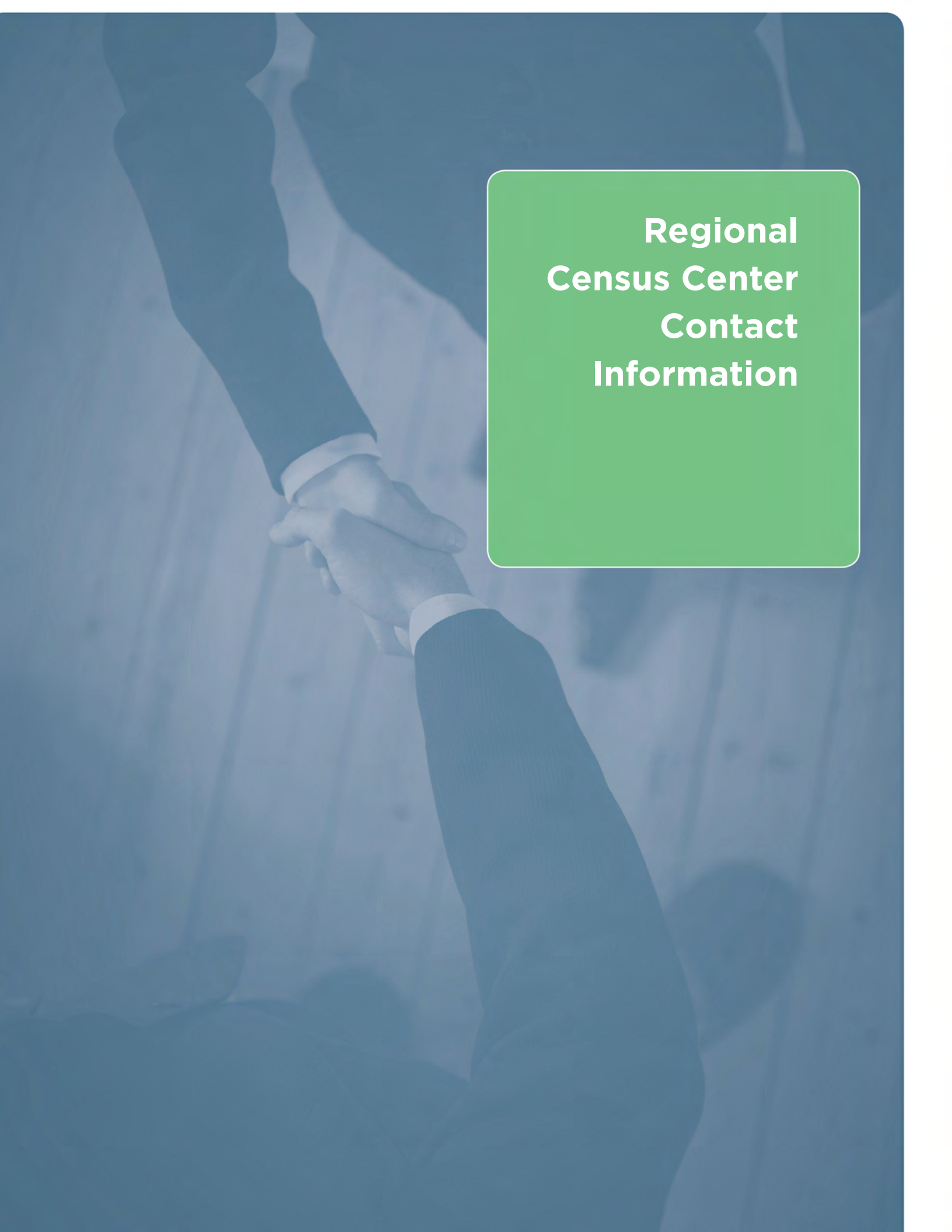
- ▲ As a visible business advocate and leader with the potential to reach a broad and diverse audience, we have a responsibility to share information that's important to the public — including information about the 2010 Census.
- ▲ To help promote census participation, we'd appreciate your thoughts and ideas on:
  - What are the largest barriers in our business, industry and community to getting individuals to complete and return the 2010 Census form?
  - What kinds of information can we share with key stakeholders to help overcome these barriers?

#### Encourage other businesses to get involved

- ▲ If talking with external audiences, such as members from other business organizations, encourage them to:
  - Contact a Census Bureau partnership specialist to officially partner and commit to at least three activities during the course of the year. Please refer them to the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at the end of this toolkit or at [2010census.gov/partners](http://2010census.gov/partners).
  - Reiterate the importance of participating in the 2010 Census to their employees and other people they know.

**MAKE A DIFFERENCE IN YOUR COMMUNITY.  
PARTICIPATE IN THE 2010 CENSUS.**

BUSINESS ORGANIZATIONS

The background of the page is a blue-tinted photograph of a business meeting. In the center, two people are shaking hands. The person on the left is wearing a dark suit jacket and a white shirt. The person on the right is wearing a dark, ribbed sweater over a white shirt. The floor is made of light-colored wooden planks. In the background, other people are partially visible, including a man in a suit and a woman with blonde hair. A bright green rounded rectangle is positioned in the upper right quadrant of the page, containing white text.

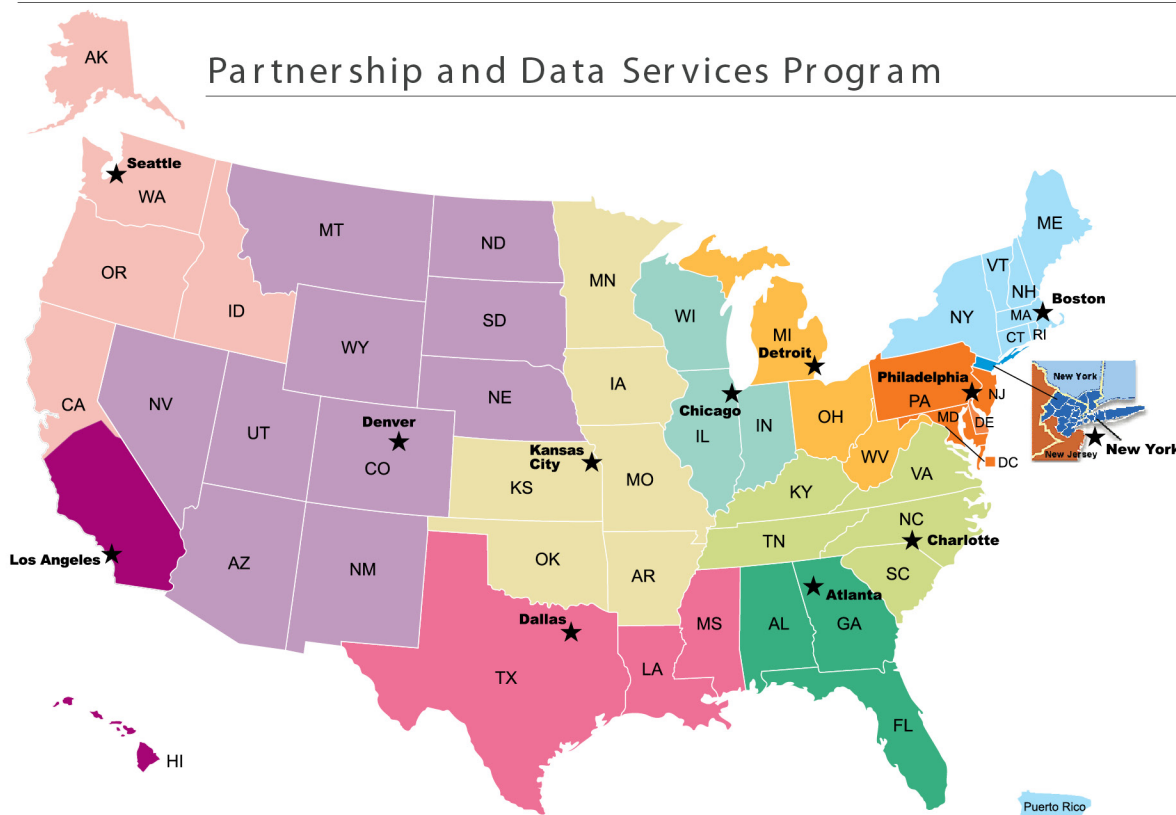
**Regional  
Census Center  
Contact  
Information**

# U.S. Census Bureau Regions

August 2009

## Partnership and Data Services Program

FLDPDS/09-2



- 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

### 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

BUSINESS ORGANIZATIONS