

Supporting the 2010 Census:

Toolkit for Reaching the
Black Community

United States[®]
**Census
2010**

IT'S IN OUR HANDS



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Dear 2010 Census Partner,

Thank you for making a commitment to partner with the U.S. Census Bureau for the 2010 Census. Counting everyone in the United States — citizens and noncitizens — is an enormous undertaking, and your partnership is critical to help raise awareness and encourage participation. I strongly believe your efforts will help us to achieve a complete and accurate count in 2010, and ensure your community is eligible for the funding it needs for a bright future.

In 2000, the Black population in the United States was estimated at 33.5 million and rose to 40.7 million by 2007, according to Census Bureau data. Census participation will give this growing and diverse Black population a voice and power to influence change in their communities.

This toolkit is specifically designed for partners in the Black community and provides a wealth of information, resources, turnkey and customizable materials to help make your job easier. Use the information and resources to raise awareness and understanding of the census, while helping to instill a sense of pride in completing and mailing back the census form.

Census data are key to addressing your communities' changing needs. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. As a result, the 2010 Census will help to:

- Impact the quality of life for members of the Black community and their families by influencing funding for health care, education, transportation, and community-based and social service programs.
- Give political voice and hope for change to the Black community because data will determine how many seats each state will have in the U.S. House of Representatives.
- Guide all levels of government on the implementation and evaluation of programs or enforcement of laws, such as the Equal Employment Opportunity Act, the Civil Rights Act and the Fair Housing Act.
- Help businesses of all sizes to make strategic and informed decisions that will spur growth and create jobs in communities across the country.
- Determine school district boundaries as well as the need and location for adult education and English-language programs.

In past censuses, some members of the Black community have not participated and have been considered hard-to-count for reasons that include: lack of familiarity with the census, lack of trust in government, fears about immigration, and skepticism about the benefits of census data. As a trusted leader in the Black community, you can help dissolve barriers to participation. You are uniquely positioned to reinforce several key messages such as the safety of participation, how everyone in the United States — citizens and noncitizens — must be counted, and the benefits census data bring to communities and individuals.

It's critical that every person is counted in the 2010 Census. With your support, we can achieve this important goal, and help to make a difference in the Black community.

Sincerely,

Dr. Robert M. Groves
Director, U.S. Census Bureau

A Partner Quick-Start Guide



You agreed to be a Census Bureau partner. You are committed to driving 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 three 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 kick start your partnership and bring attention to this important census event. (See page 11).

2**Build your action plan.**

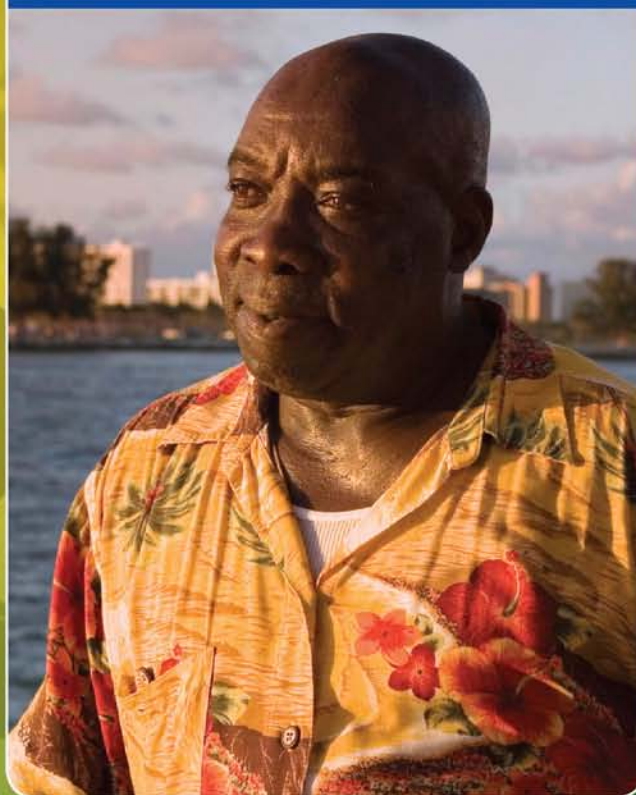
Create an action plan that defines specifically how your organization will support the census. In 2009, focus on raising awareness in your community about the census and its benefits. Beginning in January 2010, shift focus to motivating your community to participate in the census, with activities leading to a crescendo in March 2010, to align with the distribution of the 2010 Census forms, and April 1, 2010 - Census Day. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 14).

3**Communicate and sustain momentum surrounding the 2010 Census.**

Spreading the word and maintaining a steady drumbeat of communications and events through Census Day will be critical both to educate your community about the 2010 Census and to motivate them to take part. Use your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters and event ideas. Include specific messages that will resonate most with your audience. Stagger timing of communications and events throughout 2009 and 2010 to keep the census top of mind in your community (See page 17).

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. Thank you for your dedication and partnership.

Delivering Messages That Matter





“Partnering with the Census Bureau will help spread the word about how important it is to be counted and how being counted can mean dollars for the community.”

- National Black Child Development Institute

Thank you for making the commitment to partner with the Census Bureau on this monumental initiative — the 2010 Census.

As a trusted leader in the Black community, you have the ability to educate and inspire participation in the census. Members of your organization and others in your community look to you for information on matters of importance. That’s why we need your help in communicating the importance of the census to the diverse and growing Black community. As you begin your partnership efforts to support the 2010 Census, it’s important to:

- understand how the census impacts the entire Black community and individuals within the community.
- communicate messages that are relevant to members of the Black community.

HOW DO CENSUS DATA BENEFIT THE BLACK COMMUNITY?

Census data are used in many ways that can improve life for members of the Black community and their families.

Forecast future transportation — including public transportation — needs	Plan for hospitals, clinics, nursing homes and locations of other health services
Forecast future housing needs for all segments of the population, including the African American and foreign-born Black population	Create maps to speed emergency services to households in need of assistance
Distribute data that will help serve medical concerns and needs in the Black community	Draw school boundaries
Direct services to children and adults with limited English-language proficiency	Plan for locations of faith-based organizations and provide data to apply for grants to fund faith-based programs and initiatives
Direct funds for services for people in poverty	Reapportion seats in the U.S. House of Representatives
Deliver goods and services to local markets	Estimate the number of people displaced by natural disasters
Attract new businesses and jobs to state and local areas	Determine areas eligible for housing assistance and rehabilitation loans

Census data related to race and ethnicity are used to:

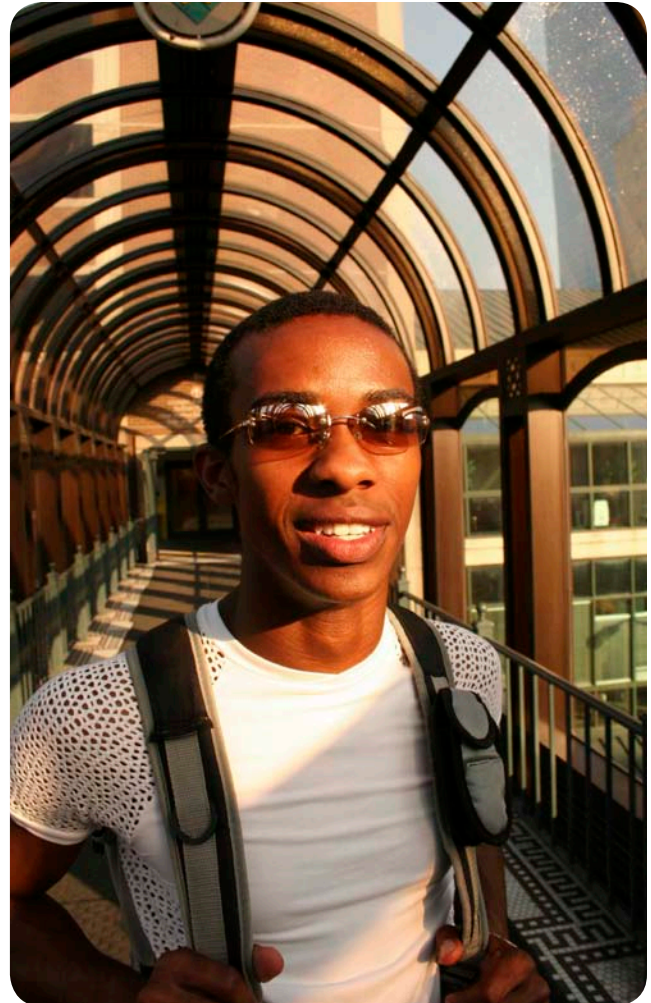
- ▲ Guide all levels of government on the implementation and evaluation of programs or enforcement of laws, such as the Equal Employment Opportunity Act, the Civil Rights Act and the Fair Housing Act.
- ▲ Identify areas where communities need special services — education, housing and health — and guide planning and implementation of new programs that respond to the unique needs of each community.
- ▲ Identify areas where residents might need services of particular importance to certain racial or ethnic groups, such as screening for heart disease, high blood pressure or diabetes.

With your help in spreading these messages, we can ensure the Black community is educated about the important benefits of census data and motivated to participate in the 2010 Census, as a way to make a difference in shaping the future of their community.

As you conduct partner outreach and activities, it is especially important for you to address the following messages in your communications to the Black community.

No. 1: Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.

- ▲ Despite varying backgrounds and experiences, members of the different ethnic audiences that comprise the Black community, such as African American, Caribbean, Afro Latinos, Africans and people of African descent from central and South America, are largely united by a common desire to see positive change within their communities. Participating in the 2010 Census gives them a voice to shape their future and affect positive change for their community.
- ▲ Every person and every census form matters. Census data help guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, build new roads, hospitals, and schools, or where to locate job training centers. That means census data can impact the quality of life for members of the Black community and their families by impacting health care, education, transportation, and community-based and social service programs.
- ▲ Giving the Black community power to influence change, census data also affect our voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.



No. 2: It's easy, important and safe, and your participation is vital.

- ▲ Census forms will be delivered or mailed to households in March 2010 and should be completed and mailed back immediately. Responses to the census form should include everyone living at that address.
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ Responding immediately to the 2010 Census form is the most efficient way to complete the census. Census workers will visit households that do not return their forms to take a count in person.

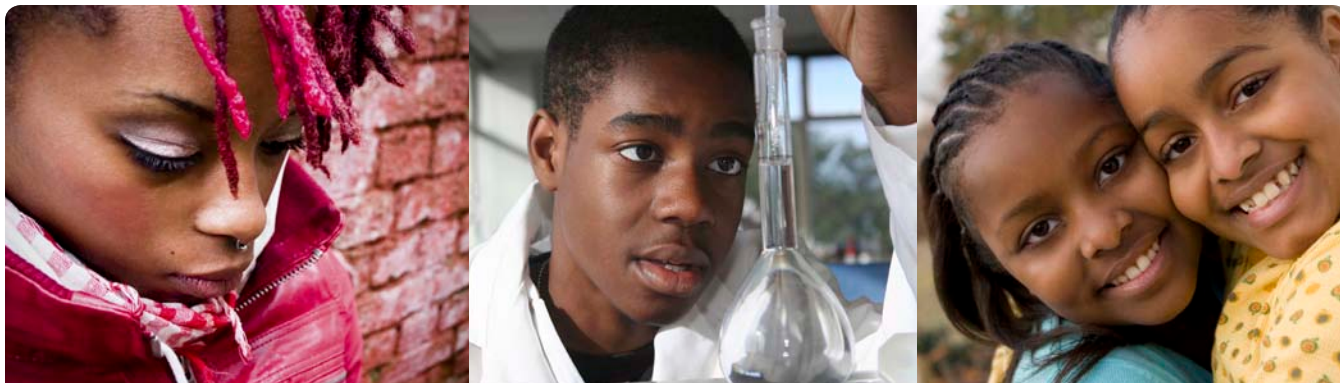


No. 3: By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

- ▲ Undocumented immigrants and others in the Black community may be reluctant to voluntarily provide personal information to the government in an age of identity theft and immigration challenges. They may fear their census responses will be used against them in a detrimental manner. It is important to convey that by law, the Census Bureau cannot share respondents' answers with anyone, including the IRS, FBI, CIA or any other government agency. 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.

Getting Started: Announcing Your Partnership





“A partnership with the Census Bureau helps ensure that all children in urban areas are counted.” - Council for the Great City Schools

The 2010 Census is a historical event. It captures a snapshot of our nation’s population while providing insight that will influence our future — as a country, a community and as individuals.

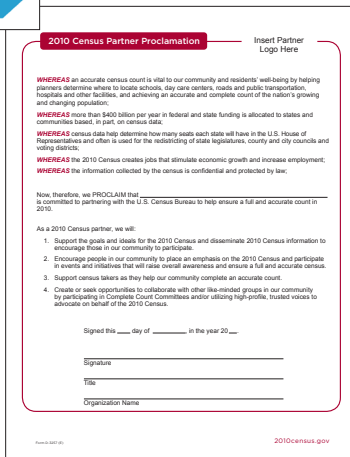
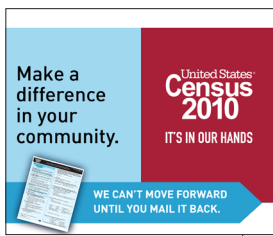
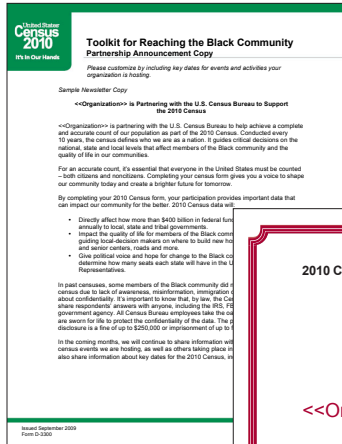
The first stage in building awareness for the 2010 Census is to publicly announce your partnership with the Census Bureau to key internal and external audiences. Draw from the valuable tools included with this toolkit to make your work as easy and effective as possible.

All of the resources in this toolkit are available to download. Visit “Partner With Us” at 2010census.gov.



Partnership announcement letter.

Announce your partnership with the Census Bureau to your employees, individuals your organization serves, and others in the Black community by sending this template letter on your letterhead or as an e-mail.



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

Use provided sample copy to announce your partnership with the Census Bureau in your internal and external communications. The sample copy can be customized to include messages relevant to your community and can be sent to individuals your organization serves, employees, volunteers and key community members.

Partnership certificate. Customize and hang this certificate in high-traffic areas and office spaces, and post it to your organization's Web site to acknowledge your role as a Census Bureau partner.

Web banners and buttons. Post the provided Web banners and buttons to your organization's Web site to help raise awareness of the 2010 Census.

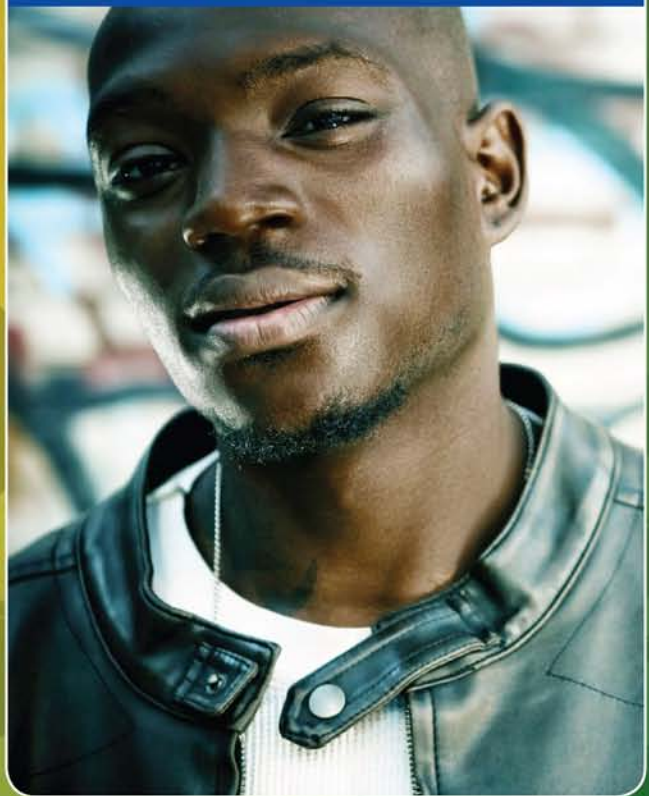
Partner proclamation. Proclaim your role as a Census Bureau partner with this customizable form. Use the proclamation in ceremonies, events and other official announcements. The partner proclamation also can be posted on your Web site.

Speaking English is not required to complete the 2010 Census.

A barrier to a complete count in previous censuses has been lack of English fluency. Partnership staffs speak more than 100 languages. In 2010, a Teletext Device for the Deaf (TDD) program will help the hearing impaired, Questionnaire Assistance Centers (QAC) will assist those unable to read or understand the census questionnaire, and Language Assistance Guides will be available in many languages at all QAC locations.



**Building
Awareness:
Creating an
Action Plan,
Engaging Your
Members**



Black-owned businesses are the fastest growing segment of new businesses, growing 45 percent between 1997 – 2002, with revenue growth 25 percent. The 1.2 million Black-owned businesses in the United States employ more than 756,000 people and generate nearly \$89 billion in business revenues.

*- U.S. Small Business Administration Office of Advocacy,
U.S. Census Bureau, Corporation for Enterprise Development*

Build on the momentum of your public partnership announcement by creating outreach and communication plans to carry your efforts through Census Day — April 1, 2010 — and beyond.

Create an action plan that outlines how your organization will raise awareness of the census and its importance to the Black community.

THINK OF YOUR ACTION PLAN IN MULTIPLE PHASES:

- 1** Inform your community.
- 2** Motivate them to help spread the word.
- 3** Activate them to respond quickly once they receive their census form by completing and mailing it back.

In 2009	Raise awareness and educate your community about the census and its benefits.
January and February 2010	Build momentum by conducting communications and events that lead up to March 2010.
March 2010	Align messages with the distribution of the 2010 Census forms in March 2010.
April 1, 2010 Census Day	Encourage everyone in your community to participate in the census by completing and mailing back their census form by April 1, 2010.
May through July 2010	Communicate that 2010 Census workers will visit households that did not return forms to take a count in person. Census workers can be identified by badge and bag.

DETERMINE HOW TO INFORM AND MOTIVATE YOUR MEMBERS

When developing your action plan, ask yourself:

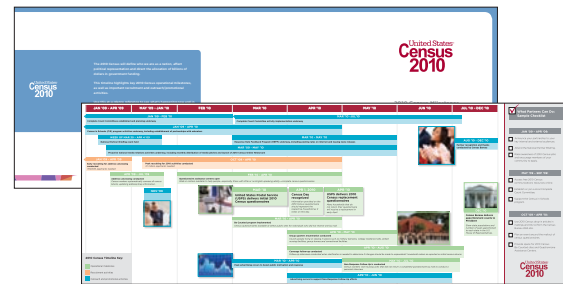
- ▲ What are key operational census milestones that will occur between now and Census Day (April 1, 2010)? How do these dates overlap with key events or important dates in our Black community?
- ▲ What are the largest barriers in our Black community to getting residents to complete and return their 2010 Census form?
- ▲ What kinds of information can we share to help overcome these barriers?
- ▲ How can we help others in the Black community complete and return their census forms?
- ▲ How can we communicate to the Black community the benefits of participating in the 2010 Census, including the difference it will make in our community and across the nation?
- ▲ How can we engage everyone — particularly those not born in the United States — to participate in the 2010 Census?
- ▲ What events in the Black community can we leverage to promote participation in the 2010 Census?

TURNKEY RESOURCES FOR PLANNING

Leverage the following turnkey resources created by the Census Bureau to make your planning efforts easier and effective.

To download, visit “Partner With Us” at 2010census.gov.

2010 Census operational milestone timeline. Hang this at-a-glance timeline to easily see key dates for the 2010 Census, including timelines for 2010 Census form distribution, Census Day and others. Alongside these key milestones, see what supporting activities (i.e. advertising, events and media relations) are being conducted through the 2010 Census integrated communications timeline.



18-month calendar for 2010 Census partners. Hang this printable calendar in your office. This calendar will serve as a reminder for important census dates and offers suggestions for what partners can do to get involved.





SUSTAIN MOMENTUM AND MEMBER ENGAGEMENT

In developing your action plan, be strategic about your activities and target them as closely as possible to the needs and interests of your community. Across the Black community, five areas are particularly motivating — health care, schools, roads and public transportation, job training and care for the elderly.

On the following pages are several suggestions to inform and engage members of your community about the importance of the census and the benefits of census data to the Black community.

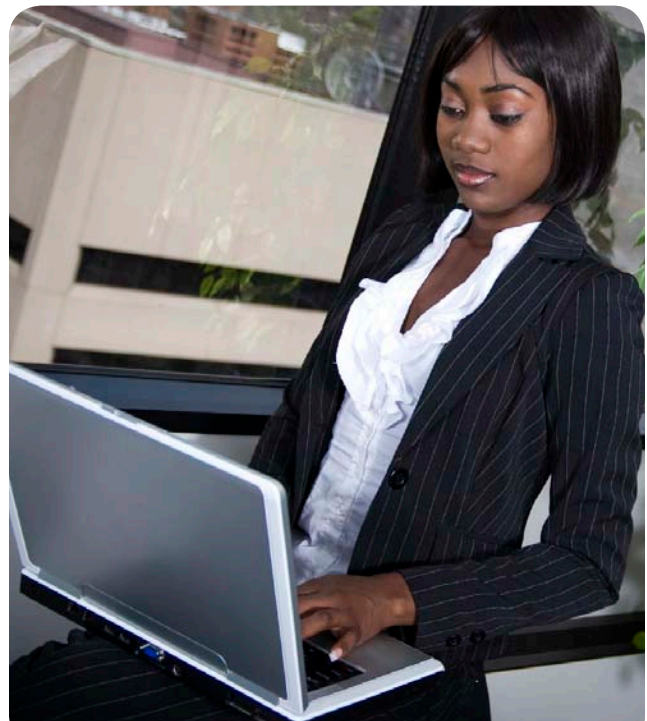
Partner **Connect online**
 Activate Engage
 Volunteer time
 Donate space Inform
 Spark discussion

“Partners’ grassroots networks can make a difference — that was demonstrated in the success of Census 2000 — now it really is ‘up to us’ to ensure success in 2010.”

– National Education Association of the United States

- ▲ **Donate space.** Transform your organization's space into a Be Counted site or Questionnaire Assistance Center (QAC), and offer assistance completing forms. Contact the Partnership and Data Services Program staff at your Regional Census Center to learn more. Contact information can be found at 2010census.gov/partners.
- ▲ **Host events.** Events are ideal ways to gather as a community for a single cause, milestone or other notable purpose. Host a special event to educate the community about the 2010 Census and share information about the process. Events can be tied to census calendar dates or other historic, faith-based, or cultural dates and milestones, such as Black History month. You also can weave census information into existing organization meetings and events.
- ▲ **Partner with influential members of the community.** Research shows Black audiences rely heavily on recommendations and endorsements from credible sources within their immediate community or from those with whom they can relate. Partner with a local, regional or national figure — such as a celebrity, entertainer, athlete, radio personality, clergy member or prominent community activist — to help educate community residents about the 2010 Census. These individuals can serve as conduits for important census communications and can help motivate community members to complete and return their census forms.

- ▲ **Tap influential women as advocates.** Women in the Black community have an extremely influential and powerful voice in their community and beyond. Tap into these women to help spread the word about the benefits of the 2010 Census by asking them to speak at events — as a guest speaker or co-presenter — and to share information with their immediate networks. Share the “Messages That Matter” included with this toolkit as talking points for influential women.



Almost four in 10 Black-owned businesses are owned by women.

- U.S. Census Bureau, Corporation for Enterprise Development

- ▲ **Drive awareness through local social service organizations.** Partner with local organizations that serve youth and their families, such as Boys & Girls Clubs or Big Brothers Big Sisters, to help spread the word about the 2010 Census.



During the 1999 - 2000 academic year, nearly 25 percent of all bachelor's degrees earned by students from the Black community were earned at historically Black colleges and universities.

- National Center for Education Statistics, Status and Trends in the Education of Blacks, 2003

- ▲ **Activate partnerships with local political organizations and politicians.** To help spread the word about the 2010 Census, its benefits, and how to participate, partner with local, state and elected officials. Collaborate efforts with local politicians and active political groups, including student-led groups, to help further spread and reinforce the key messages about the census that are important to your community.
- ▲ **Collaborate with faith-based organizations.** Faith is central to the lives of many in the Black community. In fact, 89 percent say it is very important, according to Pew Research Center. Consider partnering with appropriate faith-based groups to reinforce the importance of participating in the 2010 Census. Use your communities' temples, mosques, churches or other houses of worship to promote the census. The Faith-Based Organization Toolkit, located on the "Partner With Us" section of 2010census.gov, provides ideas for announcements, bulletins and newsletters, as well as ideas on how to gain support from key faith leaders.
- ▲ **Engage in partnerships with college and university alumni groups, and Greek alumni groups.** Tap into active alumni groups with Black colleges, universities, and Greek sororities and fraternities to include 2010 Census related materials in events and communications to their alumni base.

GET CONNECTED, ONLINE

Gathering and exchanging information through Web sites, the Internet, social media sites and blogs has quickly become mainstream. Leverage these resources to effectively reach your target audiences with messages and information about the 2010 Census and its benefits.

- ▲ Create buzz, send SMS/text messages.** Leverage increased usage and reliance on mobile devices to connect and share information about the 2010 Census. Develop a SMS/text message campaign sending messages to your members in conjunction with 2010 Census milestones, events in your community and other key reminders. Refer to sample text messages or draft your own to drive awareness and participation. Remember that most phones accept only 160 characters as a single-screen text message.

TIME FRAME

SAMPLE TEXT MESSAGES

Announce your partnership	<p><<Organization>> is partnering with the U.S. Census Bureau to get a count of everyone living in the U.S. Plan to participate, be the change in your community. Watch for details. 2010census.gov. - distributed by <<Organization>></p>
For local events	<p>Join <<Organization>> on <<date>> to learn about the 2010 Census and how completing your census form can benefit your community. <<Insert event details>>. The 2010 Census is easy, important and safe — and we need your help. Plan to participate. Spread the word. Visit 2010census.gov to learn more. - distributed by <<Organization>></p>
March 2010	<p>Watch for your 2010 Census form to arrive from the U.S. Census Bureau. Complete and mail it back. It's easy, important and safe, and your participation can shape the future of your community. Visit 2010census.gov. - distributed by <<Organization>></p>
April 2010	<p>Complete & return your 2010 Census form. It's easy, important & safe. Respondents' answers can't be shared with anyone, including other federal agencies. Be the change in your community. Participate. - distributed by <<Organization>></p>
May 2010	<p>There's still time to participate in the 2010 Census. Census workers will visit households that did not return forms to take a count in person. Please cooperate. You can make a difference. To learn more, visit 2010census.gov. - distributed by <<Organization>></p>

▲ **Engage online, use social networking.**

Social networking is an extension of word-of-mouth communications, allowing users to share information and comment on issues they feel are important via the Internet through blogs, Facebook, Twitter, MySpace and other popular social media sites. To engage community members through social networking, start a Facebook group or leverage your existing page to declare your support of the census and encourage participation. Include information about the benefits of participating in the census and potential impact on the community. This can be particularly effective in reaching the hard-to-count college students and, specifically, young Black males.

Digital networkers — more than 92 percent are under the age of 35 and 69 percent are male — are considered heavy users of social networking and instant messaging (IM).

- eMarketer: African-Americans Online

- ▲ **Send “tweets.”** Using Twitter, send “tweets” about the 2010 Census to the individuals your organization serves to raise awareness, ease fears and encourage participation. Refer to the sample tweets below for ways to get started or draft your own. Remember “tweets” cannot exceed 140 characters, including spaces.

SAMPLE “TWEETS”

Distribute August 2009 - January 2010	Just announced, <<ORGANIZATION NAME>> is partnering with the U.S. Census Bureau to support the 2010 Census. Together we can make a difference. 2010census.gov
	2010 Census is approaching. Census forms arrive March 2010. Plan to participate. The future of your community depends on you. 2010census.gov
	The 2010 Census gives us voice to shape our community, schools, hospitals, transportation and more. Easy, important and safe. Visit 2010census.gov
Distribute February - April 2010	Your census form arrives March 2010. Participating in the census is easy, important and safe. Return your form today. 2010census.gov
	Have a voice: complete your census form. An accurate count of our community’s population impacts funding for schools, hospitals and more. 2010census.gov
	Just mailed back my census form. Don’t forget to complete and return yours. The future of our community depends on it. 2010census.gov

VISUALLY COMPELLING

The Census Bureau offers several visually compelling online tools that are available to post on your organization's Web site. These materials serve to promote your support of the 2010 Census and provide information on the importance of census participation. They are available on the "Multimedia" section of 2010census.gov.

Photos. Photos from this image library depict various stages of the 2010 Census process. Post these images to visually inform your members about the 2010 Census.

Video testimonials. Testimonials from community leaders including Hilary Shelton, director, NAACP Washington Bureau; Claire Nelson, founder and president, Institute of Caribbean Studies; and Marc Morial, president/CEO, National Urban League, are available to download and post on your organization's Web site. These compelling testimonials discuss the importance of the 2010 Census, and why every organization and person in the United States should participate in this national civic event.

Portrait of America videos. Post a 2010 Census "Portrait of America" video to your organization's Web site. The video explains how communities use census data, and includes interviews with community leaders explaining the importance of census participation to individuals, communities and the future of the United States. Videos are available on the Census Bureau YouTube channel via the "Multimedia" section of 2010census.gov.



ENGAGE MEDIA

Reach Members Through TV, Radio, Print and Internet

▲ **Public service announcements (PSAs).**

Research shows that radio and television are key information sources for many in the Black community. This toolkit includes 15-, 30- and 45-second PSA scripts for radio use. Share them with local radio stations and request air time through May 2010. Encourage local television stations to create PSAs using this information, and air them through May 2010. Staff at your Regional Census Center (2010census.gov/partners) can provide additional assistance working with the media. These scripts are available as separate electronic files in this toolkit.

▲ **Ethnic and culturally-relevant media.**

Many members of the Black community rely on ethnic and culturally-relevant newspapers, TV, radio stations and Web sites for information and news. When talking with key reporters at these publications, Web sites and radio stations, remember to mention your partnership and leadership role with the 2010 Census.



“As a Census Information Center, we work closely with the Census Bureau staff. We know that they sincerely want to count every one of us and they work hard to protect our confidentiality. We trust their expertise and professionalism.”

- Joint Center for Political and Economic Studies

SPREAD THE WORD AND IMPORTANT MESSAGES

▲ Explain the 2010 Census residency rules.

Most people should be counted where they live and sleep most of the time. If members of your community have been displaced from their home for any number of reasons (i.e. natural disaster, foreclosure, sudden unemployment), reinforce the importance of responding to the 2010 Census, even if living situations are temporary. For groups within the Black community where a strong sense of obligation to family means extended and/or multiple families living in one household, educate members about how to count family members on one census form.

▲ Spread the word: Commit to speaking engagements.

As a credible source in your community, you can help spread the message about the importance of the 2010 Census. Whether you're speaking at a conference, an event, talking to your members in a meeting, or holding a casual conversation, encourage community members to complete their census forms. Talking points are included in the toolkit for you to reference and use.

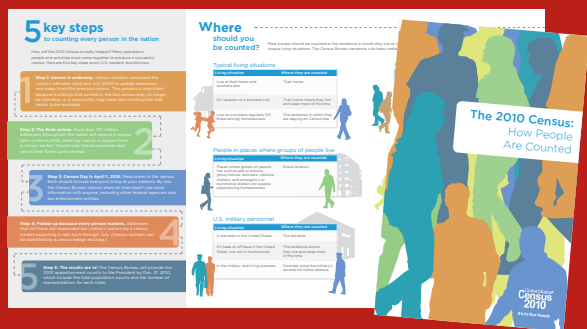
▲ Display and distribute materials.

To surround your members with information about the 2010 Census, use your organization's existing communication channels, such as newsletters and bulletins, weekly and daily announcements, and your Web site, to share messages. Additionally, display and distribute 2010 Census promotional materials provided by the Census Bureau including posters, fact sheets and brochures.

▲ Spark discussion.

Engage your organization and others in your community in conversations around the census. Consider asking, what are the largest barriers in our community to getting residents to complete and return the 2010 Census forms? What information can we share to help overcome these barriers? How do we most effectively share this information?

Counting college and university students. Raise awareness of the 2010 Census residence rule regarding how to count college and university students to ensure students are not counted on campus and at home. To inform students and their families about how and where students should be counted in 2010, see the "How People are Counted" brochure in this toolkit. This piece describes the process by which the Census Bureau counts everyone in the United States.





- ▲ **Pursue education outreach.** Children can be effective conduits of information. Consider activities that will deliver important information about the census to our nation’s youth so they can share the importance of census participation with their families.
- ▲ **Activate local schools and education centers.** Join forces with a local school district, community-based academic center, college or university and share information about the safety, privacy and community impact of the 2010 Census.
- ▲ **Leverage the “Census in Schools” curriculum to educate children.** Talk to local educators about participation in the “Census in Schools” program, which offers resources to educate kids and teens about the importance of the census. Information on the “Census in Schools” program is available at www.census.gov/schools.
- ▲ **Partner with local Black colleges and university associations.** Form partnerships to reach Black students about the benefits of the census, how participation gives them a voice for change, and the process for being counted on campus. Also, use these relationships to promote census job opportunities. Consider partnerships with The Black Collegian, National Black MBA Association, Inc., United States Student Organization, etc.

A higher proportion of the Black community attends college than 20 years ago. In 2000, 31 percent of 18- to 24-year-old Black students were enrolled in colleges and universities, up from 19 percent in 1980.

- National Center for Education Statistics, Status and Trends in the Education of Blacks, 2003

TURNKEY RESOURCES TO INFORM AND RAISE AWARENESS

Once your plan is in place, tap these turnkey tools and resources created by the Census Bureau to help you easily begin to raise awareness and deliver important census-related information to key audiences. To download the materials, visit “Partner With Us” at 2010census.gov.

2010 Census fact sheets. This toolkit includes two fact sheets that can be distributed to help provide information on the census. The first is a general fact sheet about the census, including specific facts, information, and questions of interest to members of the Black community. The second is a fact sheet on the “Census in Schools” program, which aims to reach individuals residing in the United States through in-school activities. Share these fact sheets with organization and community members at events and activities, and when out in the community.

Public service announcements (PSAs). PSAs are free, non-commercial spots designed to alert the community about an important issue or event vital to the community. An effective way to reach a broad audience, consider producing a radio PSA to air on radio programs in your community. Sample scripts are included with this toolkit.

Brochure: How people are counted. This brochure describes the process by which the Census Bureau counts everyone in the United States — both citizens and noncitizens.

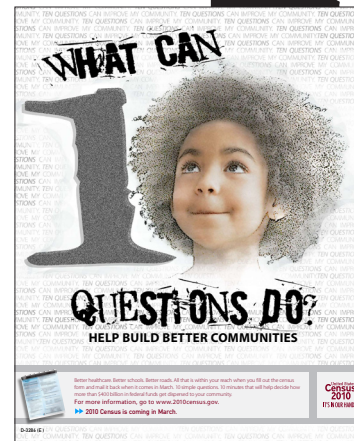


BLACK OUTREACH ★

Confidentiality poster. This poster helps to educate and assure employees and individuals that your organization serves that census form responses are safe and secure. Display the poster in offices, lobbies, or high-traffic areas. Contact your regional partnership specialist to obtain a print version or download and print.

Awareness poster. This poster is the first in a unique series of posters designed to build awareness of and encourage participation in the 2010 Census. Display the poster in your office, lobby, gathering spaces or other high-traffic areas to create awareness of the coming census. Contact your regional partnership specialist to obtain a print version measuring 16" X 20", or download and print.

Action poster. This poster is the second in a unique series of posters designed to build awareness of and encourage participation in the 2010 Census. Display the poster in your office, lobby, gathering spaces or other high-traffic areas to inspire everyone in the United States — citizens and noncitizens — to “take action” and participate in the 2010 Census. Contact your regional partnership specialist to obtain a print version measuring 16" X 20", or download and print.



Contact information for your regional partnership specialist can be found at 2010census.gov/partners.

BLACK OUTREACH ★

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. Consider creating a stand-alone flier that offers general information about the census, including key messages about safety and confidentiality. Available as a separate electronic file in this toolkit.

Customizable brochure template. The brochure template allows you to drop in customized content into a pre-designed layout that aligns with the 2010 Census look-and-feel. Content might include how a complete and accurate count could impact your organization and community, the safety of submitting census responses, and instructions for completing the form. Consider including information specific to your community. Sample brochure copy that offers background on the census is included 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 the Partnership and Data Services Program staff at the Regional Census Center. Contact information can be found at: 2010census.gov/partners.

We thank you again for your commitment to the 2010 Census and appreciate your effort to make the 2010 count of the nation's population the most complete to date.

Let your voice be heard. Make a difference in your community. Participate in the 2010 Census.

**Regional
Census Center
Contact
Information**

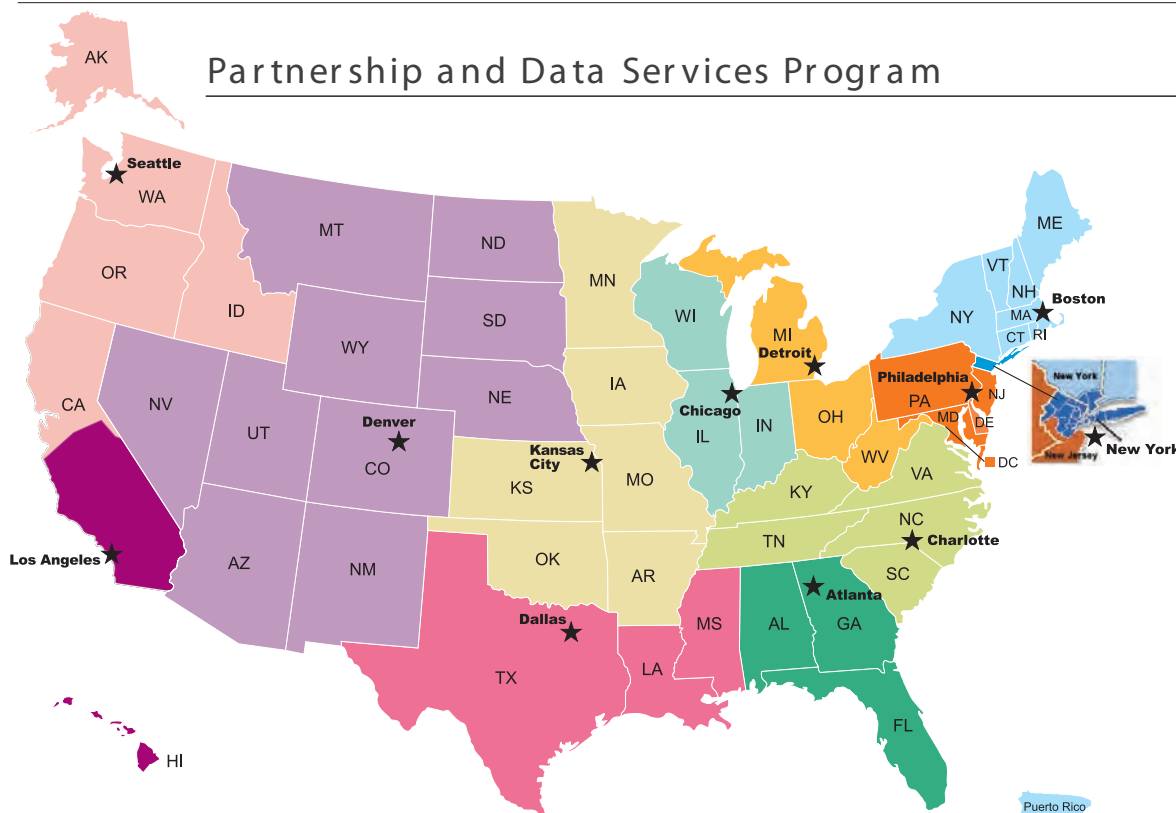


U.S. Census Bureau Regions

August 2009

Partnership and Data Services Program

FLDPDS/09-2



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

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

BLACK OUTREACH ★