



2010 CENSUS: IT'S IN OUR HANDS

Dear Partner:

The 2010 CENSUS Partnership Program involves all types of organized entities and is a major communication effort. This nonpartisan program combines the strengths of the nation's business and professional organizations, chambers of commerce, community action and advocacy groups, corporations, governments, labor unions, media, religious, service and youth organizations, and other specialized groups. Our objective is to convey three essential elements of 2010 Census. Filling out and mailing back your Census form is:

1. Easy

2. Safe

3. Important

As you know the Census Bureau cannot undertake this endeavor alone, we need your assistance to increase the response rate in your community. There are many ways an agency, organization, business or individual can help promote Census 2010. Some ways you can assist the Census Bureau are but are not limited to the following:

- Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Web site, etc.).
- Appoint a liaison to work with the Census Bureau.
- Encourage employees and constituents to complete and mail their questionnaire.
- Display and/or distribute 2010 Census promotional materials.
- Identify job candidates and/or distribute and display recruiting materials.
- Provide space to test job applicants.
- Provide space to train new employees.
- Provide space for Be Counted sites and/or Questionnaire Assistance Centers.
- Provide volunteers for census promotional events.
- Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff.
- Organize and/or serve as a member on a Complete Count Committee.
- Sponsor community events to promote participation in the 2010 Census.
- Allow the Census Bureau to post your organization's name on the 2010 Census Web site.
- Link to the 2010 Census Web site from your organization's Web site.
- Use and distribute educational materials.
- Participate in a speakers bureau for the 2010 Census.
- Provide a translator and/or translate 2010 Census materials.
- Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters or affiliates.
- Place 2010 Census articles in your newspapers newsletters/magazines.
- Write census editorials, and cover census events/programs.
- Donate space for census advertisements.
- Air 2010 Census PSAs and B-Roll, and cover census events/programs.
- Engage regional and local chapters of your organization.
- Provide speaking opportunities and exhibit space at conferences or trade shows.
- Participate in 2010 Census partnership kick-off meetings.
- Highlight key 2010 Census operational events in newsletters or other publications.
- Volunteer or participate in Census Bureau-sponsored events.
- Other:

As you can see, the possibilities for supporting the 2010 Census are endless. Together, through this partnership, we can impart the importance of an accurate and complete census in 2010. I will be in touch with you to schedule a meeting to develop a partnership initiative for your community. I look forward to working with you!

Sincerely,

Benita M. Johnson

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