Business Resource Guide

"On April 15th of each year, California businesses and individuals send their tax dollars to the federal government; it is only once a DECADE that we get a chance to get back those dollars – you can do this by filling out your Census form."

Guide Overview

The Census is a once in a decade count of our population directly affecting how more than $400 billion per year in federal funding is distributed to state, local and tribal governments. Census data is 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. If Californian's Census count is short, the amount of federal funding allocated to our State and communities will also be short. Californians will begin to receive their Census questionnaire between March 15th and 17th and we need your help to ensure that they fill them out and return them no later than April 1st. The Census is 10 questions, taking only 10 minutes!

The Business Resource Guide is a toolkit with easy action steps your business can take to assist California in getting a more accurate count. This toolkit is intended to provide you with a variety of activities and tools to help raise awareness of Census 2010 and spread the word that participation in the Census is easy, important and safe. Thank you for your partnership!

Census Data is Important for your Business

Businesses use Census data to:

- 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

Be Californian. Be Counted. Census 2010

SPONSORED BY CALIFORNIA COMPLETE COUNT COMMITTEE

Help California Achieve an Accurate Count!

You can help California by communicating to your employees and customers to fill out and return their Census form by April 1st.

top 10

LOW-COST WAYS YOUR BUSINESS

Can Participate in the Census 2010 Outreach for a Complete Count

Bullet points on this page are links that will take you to the corresponding tool.

1. Include a Census message on employee's paychecks during February, March and April 2010.

- Short Messages/Slogans
- Electronic Messages

2. Include a Census message in customer bags, printed on bags, on ATM and register receipts, or on electronic message prompters.

- Short Messages/Slogans
- Electronic Messages

3. Talk to your employees & customers about the confidentiality of the Census.

- Safety Messages

4. Display Census posters or handouts for customers during January — April 2010.

- Posters, Badges & Banners
- Logos
- 10 Questions 10 Minutes Handout
- General Information Handout

5. Include Census informational materials or Frequently Asked Questions at your business sponsored events during January — April 2010.

- Informational Materials
- FAQs

6. Put an article in your company newsletter or encourage employees to put articles in professional association newsletters.

- Sample Newsletter

7. Send an email blast or PSA announcements to your employees, customers, and industry partners.

- Sample Email Newsletter
- Sample PSAs

8. Post 2010 Census messages and information, banners, or badges on your blog or official Web site.

- Short Messages/Slogans
- Posters, Badges & Banners
- Logos
- Sample Web Site Information

9. While speaking at meetings, both internally and externally, include a few sentences about the importance of the Census.

- Census At-A-Glance

10. Display promotional materials or logos in your business, office, or store fronts.

- Census Logos
- Posters

top 5

LOW-COST WAYS YOUR EMPLOYEES

Can Participate in the Census 2010 Outreach for a Complete Count

Bullet points on this page are links that will take you to the corresponding tool.

1. Write letters to the editor.

- Sample Letter to the Editor
- Sample Op-Ed Article

2. Encourage employees to put articles in newsletter of clubs or professional associations.

- Sample Newsletter

3. Encourage employees to tell their friends, family and neighbors that the Census is safe and confidential, easy and important!

- Safety Messages
- Census At-A-Glance

4. Encourage employees to talk about the Census at their clubs and professional associations.

- Census At-A-Glance

5. Encourage employees to follow us on Facebook and Twitter, or post your own messages on company Facebook or Twitter accounts.

- Facebook (Census 2010 California Complete Count)
- Twitter (CaCensus2010)
- Electronic Messages

Messages for:

Cash Register Receipts, Paycheck Warrants or Paycheck Receipts for Automatic Deposit:

Specifications: 28 character count, 2-line max. *(If you do not require those specifications, configure as you see fit)*

"Census 2010... *(27)*
Fill it out and send it in!" *(27)*

"Census 2010: Your Community *(26)*
is depending on you" *(19)*

"Census 2010: Be Californian. *(28)*
Be COUNTED!" *(11)*

"Get involved. Be COUNTED. *(25)*
californiacompletecount.org" *(27)*

"It's not too late. *(18)*
Fill out your Census form." *(26)*

Messages for:

Video Monitors, Cash Register Receipts, Paycheck Warrants or Paycheck Receipts for Automatic Deposit:

Specifications: 24 character count, 6-line max. *(If you do not require those specifications, configure as you see fit)*

"Census 2010 form... *(18)*
Fill it out *(11)*
and it in by 4/1!" *(22)*

"Census 2010: *(12)*
Be Californian. *(15)*
Be COUNTED! *(11)*
Your Community *(14)*
is depending on you" *(19)*

"Census: Your Community *(22)*
is depending on you. *(19)*
Tell your friends." *(17)*

"It's not too late. *(18)*
Fill out you *(13)*
Census Form. *(12)*
We ALL Count!" *(13)*

"It's NOT too late... *(18)*
to get involved *(16)*
Be COUNTED by April 1. *(24)*
Census 2010" *(11)*

Electronic Messages:

- April 1, 2010 is Census Day! Make sure you and your children are counted. Be sure to mail in your form.
- Did U Know ... By law, the individual data gathered by the census cannot be used by other federal agencies or law
- Become a Fan of the California Complete Count -- Census 2010 effort ... Visit www.californiacompletecount.org
- 3 Goals of the 2010 Census: 1) Improve Mail Response. 2) Improve Accuracy and Undercount Differential. 3) Improve Cooperation.
- Census Fact ... 2010 Census does not ask for your social security number, bank account info or income.
- Did U Know ... California is home to 12% of the nation's population but has more than 30% of the Hard-to-Count population in the nation.
- Did U Know ... More than $435B a year are distributed by the Federal Gov't to States based on Census driven funding formulas.
- For complete California Census 2010 information and resources, visit www.californiacompletecount.org today.
- Did U Know ... California's share of 2000 Census dollars for the 2007 fiscal year was approximately $41 billion.
- The top 13 Hard to Count Counties represent 80% of the State's Hard to Count Population. Read more here: http://tiny.cc/censusHTC
- Census Fact ... Title 13 of the US Code protects the confidentiality of all your information. Violating this law is a crime.
- Every Californian counts ... Regardless of status, if you call California your home on April 1, 2010 we want you counted.
- Census Fact ... The 2010 Census is the 23rd decennial census since 1790. Make it count for your community.
- Haven't been following Census on Twitter? Check out the stories you've been missing about the importance of the 2010 Census... http://tiny.cc/canews
- Taking part in the 2010 census is one of the most powerful ways to have your voice heard in the US. Be heard on April 1st.
- Not participating in the 2010 Census could hurt your community. The Census benefits those who are counted.
- The Census depends on your cooperation and trust, and promises to protect the confidentiality of your info. Read more http://tiny.cc/census36
- Did U Know ... CA could lose Billions of dollars in Fed funding if we do not achieve a complete count on April 1, 2010
- Interested in being a Census Worker? Call the #Census jobs line at 866-861-2010. Must be 18, have transportation and pass an aptitude test.
- Census officials are striving to gain an accurate count of minorities & immigrants thru multiple channels in 2010.

Electronic Messages:

- Did U Know ... The 2010 Census has been simplified since the 2000 Census to harbor more participation. http://tiny.cc/census32 #census2010
- Census Fact ... The Census questionnaire consists of 10 questions geared to take only 10 minutes to complete. http://tiny.cc/census32
- Did U Know ... California's Census numbers determine how much federal funding our state receives. Your community's success depends on you.
- Census Fact ... Federal funding received from the Census can be used towards the town's roads, bridges, senior citizen centers and schools.
- Census Fact ... Federal funds derived from an accurate census count can be channeled through state agencies and their programs. #census2010
- Did U Know ... An accurate Census count brings financial support for services in the community. www.californiacompletecount.org #census2010
- #Census data helps distribute congressional seats to states and make decisions about what services communities receive.
- A complete count of people in CA is very important — it's the way to receive what is considered our fair share of federal funding.
- The Census plays a role in the disbursement of over $400B in federal funds including money for roads, hospitals and educational programs.
- Census Facts ... The Census is used to apportion seats in the U.S. House of Representatives and to redistrict state legislatures.
- Census data are used to define legislature districts, school district assignment areas and other important functional areas of government.
- Census data affect funding for your community, your community's representation in Congress and your community leader's planning decisions.
- What U Can Do ... Log on to www.californiacompletecount.org and join California's network of Census supporters.
- What U Can Do ... Engage friends and family in conversation about the importance of the Census in California.
- What U Can Do ... Join Twitter and Facebook and join in with many Californians who receive real time updates.
- What Can Business Do ... Include Census messages on ATM or register receipts or on a flyer in customer bags.
- Become a Census 2010 partner ... Link to our site Send us your logo. Check out other partners here: http://tiny.cc/censusprtnrs
- What Can Business Do ... Talk to employees and customers about the importance and confidentiality of the Census.
- Census language guides are available in many languages to assist non-English speaking residents with the form.

At-A-Glance Key Points for Census 2010

Slogan

It's Safe. It's Easy. It's Confidential. (*US Census)*
It's in our hands. *(US Census)*
BE CALIFORNIAN. BE COUNTED. (*California)*

RE: Every Californian Counts

Regardless of your resident status, if you call California your home on April 1, 2010 we want you counted.
The US Constitution mandates in Article I, Section 2 and the fourteenth amendment that "counting the whole number of persons in each state."

RE: Census Changes

The census form will be short and easy.
The form has just 10 questions and will take 10 minutes.

The census has beefed up its Partnership program.
The US Census Bureau is hiring members from the community to locate trusted leaders to communicate the importance of filling out the census.

Talking Points about Safety

It's Safe

- Census responses are completely confidential, protected by the strongest national privacy laws on the books. Any census worker or other government official who violates census confidentiality can be imprisoned for up to five years and fined $250,000.
- No other government agency – not even law enforcement or the courts – can get any person's individual census information for the next 72 years.
- Participating in the census is simple and safe. The only thing to fear is not being counted.

Talking Points to Introduce the 2010 Census & its Benefits:

- Census forms will begin arriving in mid March and they should be returned no later than Census Day, April 1st. Responses to the census form should include everyone living at that address.
- Participation in the 2010 Census is easy, important, and safe, and your personal information cannot be shared with anyone or used against you.
- Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data. Census data help guide local planning decisions, including where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers.
- Community planners and governments rely on census data to determine where there is need for additional social services and funding.
- Census data can be used for forecasting future needs such as transportation, housing, safety and health care for all segments of the population.
- Census data determine how many seats each state will have in the U.S. House of Representatives. California could lose a congressional seat for the first time in its 160 year history.
- California is required to reconstruct Congressional, State Legislative and other districts based on census data.
- More than 130 million addresses across the nation will receive a census form 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. Census workers can be identified by a census badge and bag.
- The 2010 Census will create hundreds of thousands of temporary employment opportunities nationwide.

BUSINESS

2010 Census:

General Background

Census data determines the following:

- Federal program funding
- State and community planning
- State redistricting
- Electoral College representation
- Congressional apportionment

Background

- As part of the census, every person living in California must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- California is required to reconstruct Congressional, State Legislative and other districts based on census data.
- The next census is in 2010.
- One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's personal information with anyone, including other federal agencies and law enforcement entities.
- Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data.
- Census data guide local government decisions regarding which services to provide and where to build new roads, hospitals, senior centers, schools and more.

Impact

The census provides an accurate count of the population for apportionment of the U.S. House of Representatives and subsequent redistricting of legislative bodies in the states. Aside from this legislative function, the decennial census influences the funding of many federal programs. Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data. California could lose approximately $3,000 for every Californian that is not counted.

These funds can go toward programs such as Medicaid, education (including Title I and vocational education), social services (including block grants for childcare, rehabilitation services, and substance abuse prevention and treatment), transportation, and many others.

2010 CENSUS KEY DATES:

FALL 2008
Recruitment begins for local census jobs for early census operations.

SPRING 2009
Census employees go door-to-door to update address lists nationwide.

FALL 2009
Recruitment begins for census takers to support peak workload in 2010.

FEBRUARY - MARCH 2010
Census questionnaires are mailed or delivered to households.

APRIL 1, 2010
Census Day

MAY - JULY 2010
Census takers visit households that did not return a questionnaire by mail.

DECEMBER 2010
By law, Census Bureau delivers population counts to the President for apportionment.

MARCH 2011
By law, Census Bureau completes delivery of redistricting data to states.

The 2010 Census is particularly important to California because for the first time since 1790, we are projected to show a significant population decrease. California is in danger of losing a congressional seat to another state.

California could lose a congressional seat for the first time in its 160-year history. Election Data Services and Polidata predict that given census population estimates in California from 2005-2007 that California could lose a congressional seat.

10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A STATE

The Census: A Snapshot

- WHAT: The census is a count of everyone residing in California by April 1.
- WHO: All residents must be counted—both citizens and non citizens, young and old.
- WHEN: You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person.
- WHY: The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.
- HOW: Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

A Complete Count for California: The Importance of Census Data

- Every year, the federal government allocates more than $400 billion to states and communities based, in part, on Census data. California receives billions of dollars every year for programs, services and projects.
- Census data determine boundaries for state and local legislative and congressional districts. In 2010 we could lose a congressional seat!
- Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.

2010 Census Questionnaire: Easy, Important and Safe

- With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities. Your information is confidential.
- Census language guides are available in many languages to assist non-english speaking residents with the form.

Be Californian. Be Counted.

Census 2010

SPONSORED BY CALIFORNIA COMPLETE COUNT COMMITTEE

Census 2010 is the most important census in California's History.

WHAT'S AT STAKE?

Power and Money.

California could lose an existing congressional seat and billions of federal funding if we don't get a complete count.

Our schools, our communities, our roads, our hospitals, and the very foundation of democracy, depends on a complete count for California.

In this challenging time for our state, California cannot afford to lose any of our federal funding nor can we lose our representation and voice in our nation's capitol.

Be CALIFORNIAN.
Be COUNTED.

2010 CENSUS KEY DATES

February - March 2010
Census questionnaires are mailed or delivered to households.

March - April 2010
Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.

April 1, 2010
CENSUS DAY

May - July 2010
Census takers visit households that did not return a questionnaire by mail.

Dec. 31, 2010
By law, the Census Bureau delivers population counts to the President.

March 2011
By law, the Census Bureau completes delivery of redistricting data to states.

5 FREQUENTLY ASKED QUESTIONS

Q. Who should fill out the census questionnaire?

The individual in whose name the housing unit is owned or rented should complete the questionnaire on behalf of every person living in the residence, including relatives and non-relatives.

Q. How will the 2010 Census differ from previous censuses?

In 2010, every residence will receive a short questionnaire of just 10 questions. More detailed socioeconomic information previously collected through the decennial census will be asked of a small percentage of the population through the annual American Community Survey. To learn more about the American Community Survey, visit www.census.gov.

Q. How are census data used?

Census data determine the number of seats each state will have in the U.S. House of Representatives. Census data also can help determine the allocation of federal funds for community services, such as school lunch programs and senior citizen centers, and new construction, such as highways and hospitals.

Q. What kind of assistance is available to help people complete the questionnaire?

2010 Census questionnaire language assistance guides are available in a variety of languages. Questionnaire Assistance Centers (QAC) will also assist those unable to read or understand the questionnaire. Large-print questionnaires are available to the visually impaired upon request, and a Teletext Device for the Deaf (TDD) program will help the hearing impaired. Contact your Regional Census Center for more details about the types of assistance available and for QAC locations.

Q. How does the Census Bureau count people without a permanent residence?

Census Bureau workers undertake extensive operations to take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes and shelters, as well as those who have been displaced by natural disasters.

For more information about the 2010 Census, go to californiacompletecount.org

Be Californian. Be Counted. Census 2010

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Census 2010 Logos

United States® Census 2010

United States® Census 2010

Sample Newsletter Copy

<<Name of Business or corporation>> in partnership with the U.S. Census Bureau and the California Complete Count Committee Supports the 2010 Census

<<Name of Business or Corporation>> in partnership with the U.S. Census Bureau and the California Complete Count Committee to help achieve a complete and accurate count of California's population as part of the 2010 Census. Conducted every 10 years, the census defines who we are as a state. It guides critical decisions on the national, state and local levels and provides insight into population, state, local and tribal government funding and more.

Census data affect us all, which means achieving a complete and accurate count is essential. Every year, the federal government allocates more than $400 billion to state, local and tribal governments based on census data. These data also help determine state representation and guide local decision-makers on where to build new roads, hospitals, childcare and senior citizen centers, schools and more.

In the coming months, we'll continue to share information with you about upcoming census events, including those in our community. I'll also share information about key dates for the 2010 Census, including:

[Include local- or office-specific information and events as well.]

- April – July 2009: Address list confirmation conducted.
- October 2009 – April 2010: Job recruitment underway for census workers.
- Critical outreach period.
- March 2010: 2010 Census forms delivered or mailed.
- March – July 2010: Complete Count Committee activities take place.
- April 1, 2010: Census Day. Responses to the census form should include everyone living
- at that address.
- May – July 2010: Census workers visit households that did not mail back forms to take a count in person.
- Dec. 31, 2010: Census Bureau presents the 2010 apportionment counts to the president of the United States.

As a Census partner, our company is committed helping achieve a complete and accurate count of our growing and changing population in 2010. Watch for additional details in the coming months or californiacompletecount.org to learn more.

Sample Website Copy

2010 Census: Help Improve Our Community and Businesses in Just 10 Minutes

<<Business name>> is partnering with the U.S. Census Bureau to help achieve a complete and accurate count of our nation's population during the 2010 Census. We are proud to be assisting in this important initiative and encourage everyone in the United States – both citizens and noncitizens – to complete and return their census forms.

Conducted every 10 years, the 2010 Census will provide a vital snapshot of our nation's growing and changing population and demographics. Census data will guide critical business and community decisions, and will help to advance local businesses and make positive improvements in our community.

Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data. These improvements, such as additional social services, and new roads, hospitals and schools, can make a significant difference in the quality of life for our neighbors, our families and our community.

Census data are critical to help companies make strategically and fiscally sound decisions that spur and sustain economic development and growth. The 2010 Census will:

- Inform critical business decisions, from marketing and capital spending to merchandising and work-force planning.
- Help businesses understand their customers better to more accurately tailor products and services.
- Make it easier for businesses to attract employees.

As a Census Bureau partner, we are committed to ensuring our employees, customers and communities have access to this important information. Watch for additional details about the 2010 Census in the coming months, or visit 2010census.gov to learn more.

PSA Scripts

Promoting the 2010 Census through Public Service Announcements

Public service announcements (PSAs) are free, non-commercial spots on radio or television designed to alert the community about a program or issue vital to the public interest. Congressional, state and local electeds should leverage their popularity and influence in their districts and record PSAs to explain the impact of census data on the local community, raise awareness of the 2010 Census and encourage participation. Staff from each member's communications team should contact station directors at local outlets to discuss stations' individual PSA recording and airing policy. Sample PSA scripts below.

:30 PSA Script

The 2010 Census is around the corner. And our community is depending on you to be a part of this significant event. Hi, I'm [TITLE & NAME] with an important message. If people don't fill out their Census form, it hurts us all. Each person who isn't counted means less money for our schools, our hospitals, and for public safety. And if everyone isn't counted, California could lose a Congressional seat, losing the strength of our voice in Washington. The census is safe and easy. So be Californian. Be counted.

:60 PSA Script

The 2010 Census is around the corner. And our community is depending on you to be a part of this important event. Hi, I'm [TITLE & NAME] with a message for all Californians. Our state needs a complete count ... and the stakes are enormously high. If people don't fill out the census form for everyone in their family, we'll lose some of the federal funds we deserve. That means less money to improve our schools ... less money to fix our roads and highways. If everyone isn't counted, we could lose a seat in Congress. And with the economy the way it is now, California can't afford to lose our voice in Washington or the dollars that support our schools, hospitals, and public safety. Everyone living in our Golden State -- both citizens and noncitizens – must be counted. Watch for the 10-question census form coming in your mail in March. Filling out the form is easy ... and the information is confidential. Your participation is vital. Be Californian. Be Counted.

Posters, Web Badges & Banners

More posters, web badges and banners are online:

www.californiacompletecount.org/media_center/downloads

Sample Letter to the Editor

Customize this letter with information specific to your community's past census mail participation rates or your local challenge. Place this letter on your letterhead (if applicable) before sending. When submitting a letter to the editor, please keep the following in mind:

- *Call your local publication and ask where to e-mail, mail or fax your letter.*
- *Some publications have word limits on letters to the editor. Ask your publication what its guidelines are for length or word count.*
- *Localize the letter as much as possible. Elements you may want to research may include:*
  Is your state at risk of losing a seat in Congress?
  Can you quantify the impact of an undercount?
  What local initiative would a complete count help fund?
- *Be sure to sign your name and include your phone number so the publication can call and verify you as the author.*

<<Date>>

Dear Editor,

In March 2010, every household across the nation will receive a census form. Required once every 10 years by the U.S. Constitution, the 2010 Census will count every man, woman and child living in the United States.

Every year the federal government distributes more than $400 billion to tribal, state and local governments based on census data. But a lack of participation can result in our community and nation receiving less federal funding and less access to important services and resources than we might otherwise have received. <<add information about local initiatives>>

Census data also are used to reapportion seats in Congress and assure proper district representation in state and local governments. <<add any information about losing congressional seats>> An accurate count will help ensure the people in this community are fairly represented in all levels of government.

During Census 2000, <<XX percent of households in <<City/State>> returned their census forms by mail. Nationally, 72 percent did so as of the April 2000 cut-off. I believe we can do even better in 2010. That's why today, <<I/we>> <<am/are>> issuing a challenge to everyone in <<City/State>> to take 10 minutes to participate in the census by answering the 10-question census form. Together, we can create a better tomorrow for ourselves, our family and our community.

Sincerely,

<<Name>>
<<Title>>
<<Organization Name>

Sample Op-Ed Article

The opinions/editorials (op-ed) section of a newspaper is an ideal place to share information about the 2010 Census and ask for community support and participation. Customize this op-ed article with information specific to your community's past mail participation rates or your local challenge. When submitting an op-ed article, please keep the following in mind:

- *Check the publication's op-ed length or word count restrictions. Length restrictions typically range between 500-800 words. The following op-ed article is approximately 750 words.*
- *Determine the best person to submit your op-ed article. Generally, it should be someone who readers may recognize or someone who has expertise on the topic.*
- *Be sure to provide the submitter's full name, organization title and contact information.*
- *Localize the op-ed as much as possible.*
- *Submit your op-ed to only one media outlet at a time.*
- *Follow-up with the publication to determine if they'll use the op-ed article.*

Participate in the Census

One of the most important civic events for our nation is fast approaching – the 2010 Census. In March, all <<City/State>> households will receive their 2010 Census form. As required by the U.S. Constitution, it is important that every household completes and mails back a form as soon as possible. Lack of participation can result in our community and nation receiving less federal funding and less access to important services and resources that we might otherwise have received. That's why <<I/we>> have partnered with the U.S. Census Bureau to encourage participation in the 2010 Census and help achieve a complete and accurate count.

One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete. The individual in whose name the housing unit is rented or owned should complete the form on behalf of every person living there, both relatives and nonrelatives. Take 10 minutes to fill out the form and mail it back. It's easy.

In Census 2000, the national mail participation rate was 72 percent as of the April 2000 cut-off, while the mail participation rate was XX percent in <<City/State>>. I challenge this <<City/State>> to beat the 2000 mail participation rate. By increasing the mail participation rate, we can reduce the overall costs of conducting the 2010 Census and help achieve a more accurate count. About $85 million is saved for every one percent increase in mail participation. So, I urge all people living in <<City/State>> to look for and complete and return their 2010 Census form upon receipt.

I ask for your participation because the census provides benefits to our community, state and nation. Research has found many people do not participate in the census due to a lack of understanding of these benefits or the purpose of the census. It's important for people living in our community to know that the census is much more than a population count. Mandated by the U.S. Constitution, the census provides an opportunity for you to ensure our community is accurately represented when it comes to funding for essential programs and services.

(Continued)

Sample Op-Ed Article

Continued: Participate in the Census

Census data directly affect how more than $400 billion per year in federal funding is distributed to tribal, state and local governments. Census data also guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, and build new roads, hospitals, schools, and job training and community centers. Data also are used to reapportion congressional seats to states and assure proper district representation.

Additionally, businesses use census data to inform critical decisions as well as determine locations for new offices and stores, helping to create jobs in our communities. These and many other benefits to our community and families are the reasons why everyone in the United States, every man, woman and child, should participate in the 2010 Census and be counted.

Everyone also needs to know that census participation is safe. The information you provide on your census form is confidential. 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.

The easiest and most efficient method of participating is filling out your form upon its arrival and sending it back in the postage-paid return envelope. Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form, and a Language Assistance Guide also will be available in 59 languages at all QAC locations. 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.

Census workers will visit homes that did not return forms beginning in April to take the count in person. Please answer their questions. Census workers can be identified by a badge and a Census Bureau bag.

Join <<me/us>> and take 10 minutes to complete and return your 10-question census form. By completing and returning your census form, you are performing an important civic duty and helping to paint a new portrait of America. Your participation can better define the future for you, our community and our country.

Sample Newsletter & E-mail Blast Copy

<<Organization>> Partners with the State of California and the U.S. Census Bureau to Support the 2010 Census

The 2010 Census is approaching and <<Organization>> is proud to partner with the State of California and U.S. Census Bureau to help achieve a complete and accurate count of our population. 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. As part of our partnership with the State and the Census Bureau, we will provide employees, customers, business and industry partners, and others in our community with information on the 2010 Census. Our goal is to help individuals in our community and beyond to understand the importance of the census, and encourage people to complete and return their 2010 Census forms.

Census data are vital to our company and our communities. The data collected in the census directly affect how more than $400 billion in federal funding is distributed annually to state, local and tribal governments – including our community. In fact, census data help guide local planning decisions, such as where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers. For businesses, census data are critical to help companies make strategic and fiscally sound decisions that can spur and sustain economic development and growth. Specifically, census data can help businesses to:

- Make informed business decisions, from marketing and capital spending to merchandising and work-force decisions.
- Understand customers' demographics and needs in order to best tailor products and services.
- Select business, store or facility locations.
- Make long-term and forward-looking business decisions.

As a Census Bureau partner, we are committed to ensuring our employees, customers and communities have access to this important information. Watch for additional details about the 2010 Census in the coming months, or visit 2010census.gov to learn more.

How you can help:

As an important member of our organization, we ask for your assistance in this important initiative. We encourage you to let your family, friends, neighbors, business associates, industry contacts and others know that:

- The census is easy. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
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- The census is important. Census data guide decisions that can help improve services to our community, including schools, hospitals, housing, roads and more.
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- The census is safe. By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

Everyone needs to be counted. Throughout the coming months, we'll continue to share information with you on the 2010 Census and our partnership with the Census Bureau, as well as other census-related news and activities in our company and community. Watch for additional details or visit 2010census.gov to learn more.