



# Supporting the 2010 Census:

Toolkit for Faith-Based  
Organization Partners

United States  
**Census**  
**2010**

It's In Our Hands

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Dear Faith Leader,

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 faith-based partners are critical to help raise awareness and encourage participation in communities across the country. We truly believe your efforts will help us to achieve a complete and accurate count in 2010, and help to ensure your community is eligible for the funding it needs for a brighter future.

This toolkit is designed specifically for faith-based organization partners and provides information, tips and numerous resources to help you spread the word about the 2010 Census in the faith community and beyond.

Census data are critical to address your community's changing needs, and 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:

- ▲ Provide data necessary to apply for grants that will support programming and activities important to your faith community.
- ▲ Identify where to build new roads, schools, hospitals, child-care and senior centers and more.
- ▲ Indicate where funding is needed to enhance important community initiatives and programs.

Census participation gives everyone a voice and the power to influence change. As a trusted faith leader in your community, you are uniquely positioned to inform your members and community about the 2010 Census. Many people look to you for guidance and advice in personal and community issues. Additionally, many “hard-to-count” populations in the United States, including foreign-born residents and the elderly, look to you to provide core support and trustworthy information.

By communicating the importance of completing and mailing back census forms, the safety of the census, and how census data directly impact every member of your community and faith organization, you will help us to achieve our goal. Through our partnership, we hope you will help us:

- ▲ Educate members of your faith community about the benefits of the census.
- ▲ Reinforce census messages and benefits in the broader faith community.
- ▲ Encourage colleagues and members to participate and promote the census.
- ▲ Motivate individuals to complete and mail back their census form and cooperate with census workers.

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. We greatly appreciate your partnership with the Census Bureau.

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 your faith community, colleagues and employees, other faith-based organizations 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 10.)

**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 13.)

**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 faith community about the 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 16.)

Thank you for your dedication and efforts as a partner to surround your community with messages about the 2010 Census and motivate them to participate.





**Delivering  
Messages That  
Matter**



*“By participating in the 2010 Census we will be providing a footprint to future generations that will help them understand the world that we live in today.”*

*- Ancestry.com*



**Through your partnership, faith communities can make a difference in the places we live, work and worship.**

Human behavior is driven by motivation. Understanding the many benefits of census data and the opportunity to influence change in our country can motivate individuals to participate. As a partner and a trusted leader of faith, you have the ability to inform and empower community members to embrace their civic duty and complete and mail back their 2010 Census form.

Delivering messages that resonate with members of your faith community is important in relaying accurate information and answering the questions “why should I care?” and “what’s in it for me?” Sharing 2010 Census messages regularly with members of your organization and community will create a foundation of understanding and motivation to participate and spread the word.

## How Do Census Data Benefit the Faith-Based Community?

Census data are used in many ways that can improve life for members of faith communities at their place of worship and in their community. For example, census data help to:

Determine facility locations for faith-based organizations	Plan for hospitals, nursing homes, clinics and the location of other health services
Draw federal, state and local legislative districts	Provide data for grant proposals to fund programming and services offered by faith communities
Draw school district boundaries	Create maps to speed emergency services to households in need of assistance
Spot trends in the economic well-being of the nation	Deliver goods and services to local markets
Plan for public transportation services	Forecast future housing needs for all segments of the population
Design facilities for people with disabilities, the elderly or children	Direct funds for services for people in poverty
Attract new businesses to state and local areas	Reapportion seats in the U.S. House of Representatives



## What Messages Matter Most to the Faith Community?

As you conduct partner outreach and activities, it will be especially important for you to address these messages in your communications to members of your faith community. If your place of worship serves an ethnically diverse community, culturally-specific and in-language resources also are available. Visit “Partner With Us” at [2010census.gov](http://2010census.gov).

### Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.

- ▲ 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.
- ▲ Census data play an important role in the redistricting of city, state and federal voting districts. Data also affect our voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.
- ▲ Faith-based organizations use census data to apply for grants to support programs, activities and initiatives important to a faith-based organization. Data also can determine locations for new faith-based organizations.

### It's easy, important and safe, and your participation is vital.

- ▲ Census forms will be delivered or mailed to households in March 2010. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.

- ▲ Households should complete and mail back their forms upon receipt. Beginning in May 2010, census workers will visit households that do not return forms to take a count in person.

### By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

- ▲ Undocumented immigrants and others 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 tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the 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**



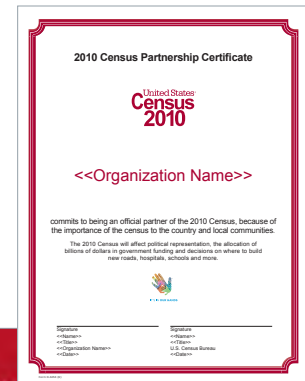




**2010 Census bookmark** – Designed for the faith community, you can distribute this bookmark to your community members for their personal use. In turn, the bookmark will serve to inform and act as a reminder about key 2010 Census dates.

**Partnership certificate** – Customize, print and hang this certificate in high-traffic areas, gathering spaces 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.



## Did you know?

A barrier to a complete count in previous censuses has been lack of English fluency. Partnership staff 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 form, and Language Assistance Guides (LAG) will be available in many languages at all QAC locations. Contact your Regional Census Center for more information.



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



## Inform. Motivate. Activate.

Build on the momentum of your public partnership announcement by creating an action plan that outlines how your faith-based organization will raise awareness of the census and its importance to your faith community. Use an action plan to inform your faith community, motivate them to spread the word, and activate them to respond quickly once they receive their census form.

### In 2009

Focus efforts on raising awareness and educating your faith community about the census and its benefits.

### January 2010

Build momentum by planning communications and events that lead up to March 2010.

### March 2010

Align messages with the distribution of the 2010 Census forms.

### April 1, 2010 - Census Day

Encourage participation by completing and mailing back census forms upon receipt. April 1, 2010, is Census Day, the official day of the population count. All 2010 Census responses should represent the household as it exists on this day.

## Plan Your Plan: Determine How to Inform and Motivate Your Members

When developing your action plan, ask yourself:

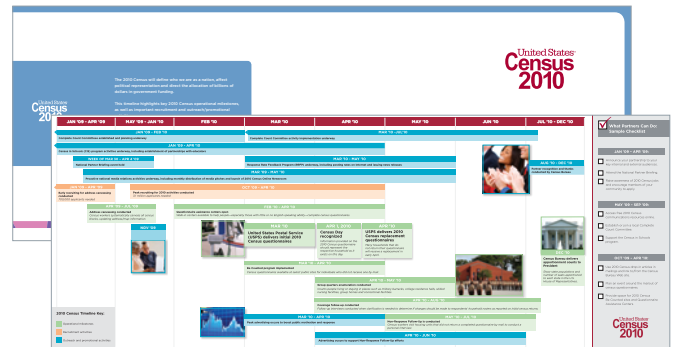
- ▲ What are key operational census milestones that will occur between now and Census Day (April 1, 2010)? How do these dates overlap with key events or important dates in our faith community?
- ▲ What are the largest barriers in our faith community to getting residents to complete and return the 2010 Census forms?
- ▲ What kinds of information can we share to help overcome these barriers?
- ▲ How can we help others in our community complete and return their census forms?
- ▲ How can we communicate the benefits of participating in the 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 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 the main page of this toolkit on the “Partner With Us” section at [2010census.gov/partners](http://2010census.gov/partners).

- ▲ **2010 Census operational milestone timeline** – This timeline highlights key dates for the 2010 Census, including timelines for 2010 Census form distribution, Census Day and others.
- ▲ **18-month calendar for 2010 Census partners** – This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office and in public gathering spaces to raise awareness of important census dates and events.
- ▲ **2010 Census fact sheet for faith-based organizations** – This fact sheet, specific to leaders of faith-based organizations, includes information about partnering with the Census Bureau and reinforces the role of faith-based organizations as partners. Share it with internal audiences during planning stages.



**United States Census 2010**

The U.S. Census Bureau is issuing a call to action for every resident of our nation: **"BE COUNTED IN 2010."**

**The Census: A Snapshot**

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on the day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households via U.S. Mail in March 2010. Many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

**A Complete Count: The Importance of Census Data**

- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Religious organizations and institutions use census data to determine locations for new facilities, secure grants and connect with potential new members.
- Census information guides funding decisions for important community facilities, such as schools, hospitals, child-care centers, and more.
- Census data can be used to write proposals for grants that benefit your organization/institution.
- Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

**2010 Census Questionnaire: Quick, Easy and Confidential**

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

**THE 2010 CENSUS IS IMPORTANT**

- It determines the allocation of more than \$400 billion in federal grants and government services.
- It determines the number of representatives in Congress.
- It determines the number of seats on city councils, school boards, and other local government bodies.
- It determines the number of seats on state legislatures.
- It determines the number of seats on county and city councils.
- It determines the number of seats on state legislatures.

**YOU CAN MAKE A DIFFERENCE.**

As an influential faith-based organization leader, you can ensure the people you represent are fully counted, and your help the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.

**IT'S YOUR TURN**

## Events and Activities: Explore Ways to 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. Following are several suggestions to inform and engage members of your faith community about the importance of the census and the benefits of census data to the faith community.

- ▲ **Donate space and time.** 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](http://2010census.gov/partners) and on the following pages.
- ▲ **Engage education: encourage teaching moments.** Children can be effective conduits of information. Leverage the Census in Schools curriculum to educate children, if associated with a school or if your organization hosts weekly faith-based classes. Direct teachers/instructors to Census in Schools resources available to educate kids and teens about the importance of the census. Information is available at [www.census.gov/schools](http://www.census.gov/schools).
- ▲ **Get connected, online.** Use your organization's Web site as another channel to reach your members and share information about the importance of participating in the 2010 Census. Post drop-in information from this toolkit – Web site copy, newsletter or bulletin copy, Web banners and post images from activities hosted by your faith organization.
- ▲ **Form partnerships.** Encourage members who sit on a council at your faith organization to form partnerships with other boards (e.g., a partnership between a Catholic dioceses and a Buddhist council) and prominent local organizations in an effort to share resources and reach a broad audience.
- ▲ **Display and distribute materials.** To surround your members with information about the 2010 Census, use existing communication channels like 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, brochures and the faith-based bookmark.

### Did you know?

Did you know that many people are unfamiliar with the census or unaware that one is taking place in 2010? Faith-based leaders can be trusted sources to inform and activate.

- ▲ **Participate at faith-based events,** conferences and meetings by speaking and using key messages and information provided in this toolkit to discuss the 2010 Census. Host a census and faith-based organization booth to spread the word about the 2010 Census and give away census materials (e.g., bookmark, brochure, fact sheet).
- ▲ **Spark discussion.** Engage your faith community and others 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?
- ▲ **Leverage faith-based media: interviews and public service announcements (PSAs).** Many faith-based community members look to faith-based media for news and information. When talking with reporters at these or mainstream media outlets, remember to mention your partnership with the Census Bureau and leadership role with the 2010 Census as a vehicle to share important census messages. PSAs are another way to reach key audiences. Scripts for radio PSAs are included with this toolkit.

## Fun Idea.

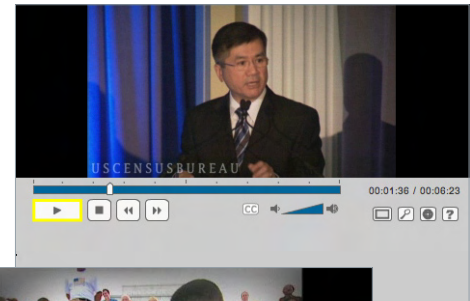
Set a goal with your faith community for 100 percent participation for 100 percent participation. In March 2010, post a billboard with a temperature gauge. Provide small square sheets of paper for members to confidentially mark with an “X” when they complete and mail back their 2010 Census form. Weekly, count these slips and measure participation on the billboard. These anonymous ballots honor privacy while the visual billboard acts as a constant reminder to participate or ask questions if concerned.



## Get Visual.

The Census Bureau offers several visually compelling online materials 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. The following materials are available on the "Multimedia" section of 2010census.gov.

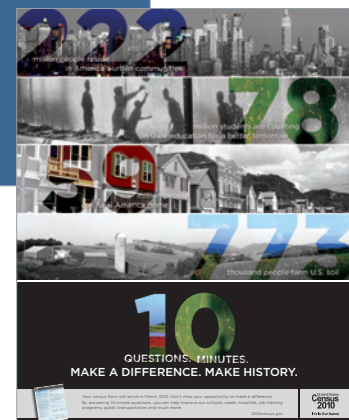
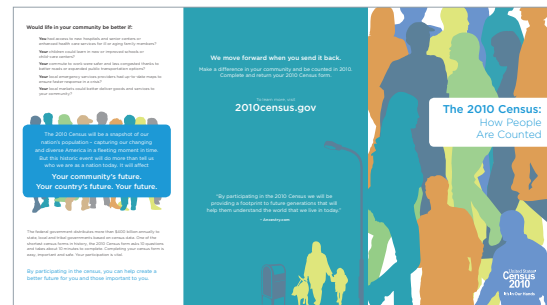
- ▲ **Photos** - Photos from this image library depict various stages of the 2010 Census process. Post these images to visually inform your members about the 2010 Census.
- ▲ **Video testimonials** - Community leaders from across the country are providing video testimonials about the importance of the 2010 Census and why every organization and person living in the United States should participate in this national civic event. Direct members to 2010census.gov or download videos to your organization's Web site so members can watch these compelling testimonials.
- ▲ **Portrait of America videos** - Post a 2010 Census "Portrait of America" video, which 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.



## Turnkey Resources to Inform and Raise Awareness

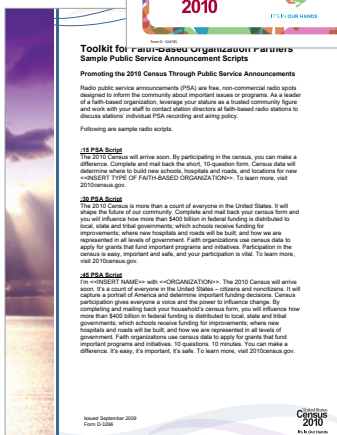
Use the following downloadable resources to continue raising awareness and delivering important census-related information to members of your faith community. To download, visit the main page of this toolkit on the “Partner With Us” section at [2010census.gov/partners](http://2010census.gov/partners).

- ▲ **2010 Census faith-based organization brochure** – Designed specifically for faith-based organizations, this tri-fold brochure can be distributed to your members and at meetings or conferences to raise awareness of the 2010 Census and the importance of census data on faith-based organizations.
- ▲ **Brochure: How people are counted** – This brochure describes the process by which the Census Bureau counts every person living in the United States – both citizens and noncitizens.
- ▲ **Information privacy poster** – This poster assures members of the faith-based community their census form responses are safe, secure and private. Display this poster in offices, employee work rooms, lobby or other 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 drive 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.



FAITH-BASED COMMUNITY

Image Available  
Soon!




- ▲ **Action poster** – This poster is the second in a unique series of posters designed to build awareness of and drive 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.
- ▲ **2010 Census poster/flier template** – Use this pre-designed, customizable template to create a poster or flier promoting the 2010 Census to the faith community or to highlight your organization’s census-related events and activities.
- ▲ **Public service announcements (PSAs)** – PSAs are free, non-commercial, radio, TV and Internet spots designed to alert a community to an important issue or event. Because PSAs are an effective way to reach a broad audience, consider producing PSAs to air on faith-based programs in your community. Sample radio scripts are included with 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](http://2010census.gov/partners) and on the following page of this toolkit.

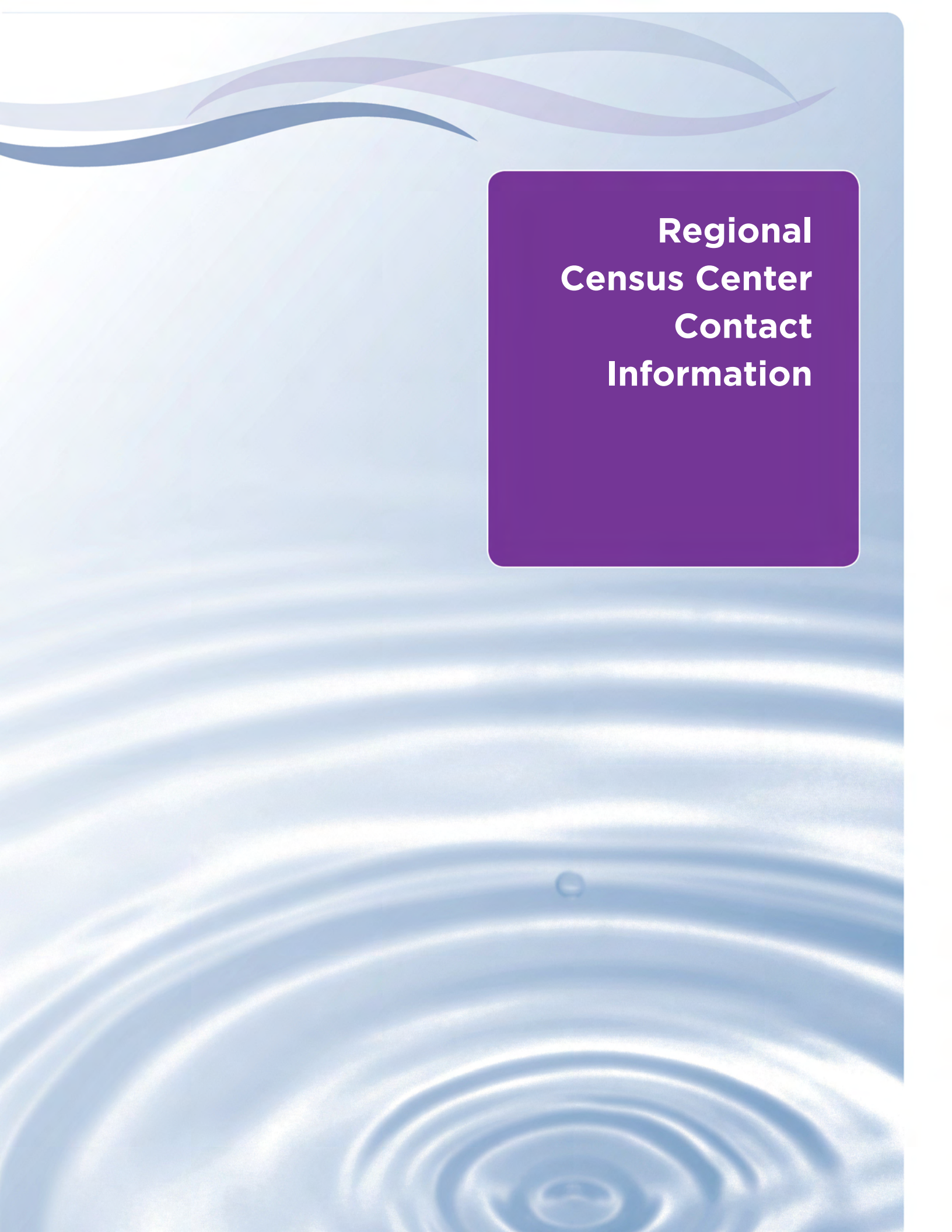
**We thank you again for your commitment to the 2010 Census and appreciate your effort to make the 2010 count of the nation’s population the most complete to date.**

FAITH-BASED COMMUNITY





**Regional  
Census Center  
Contact  
Information**



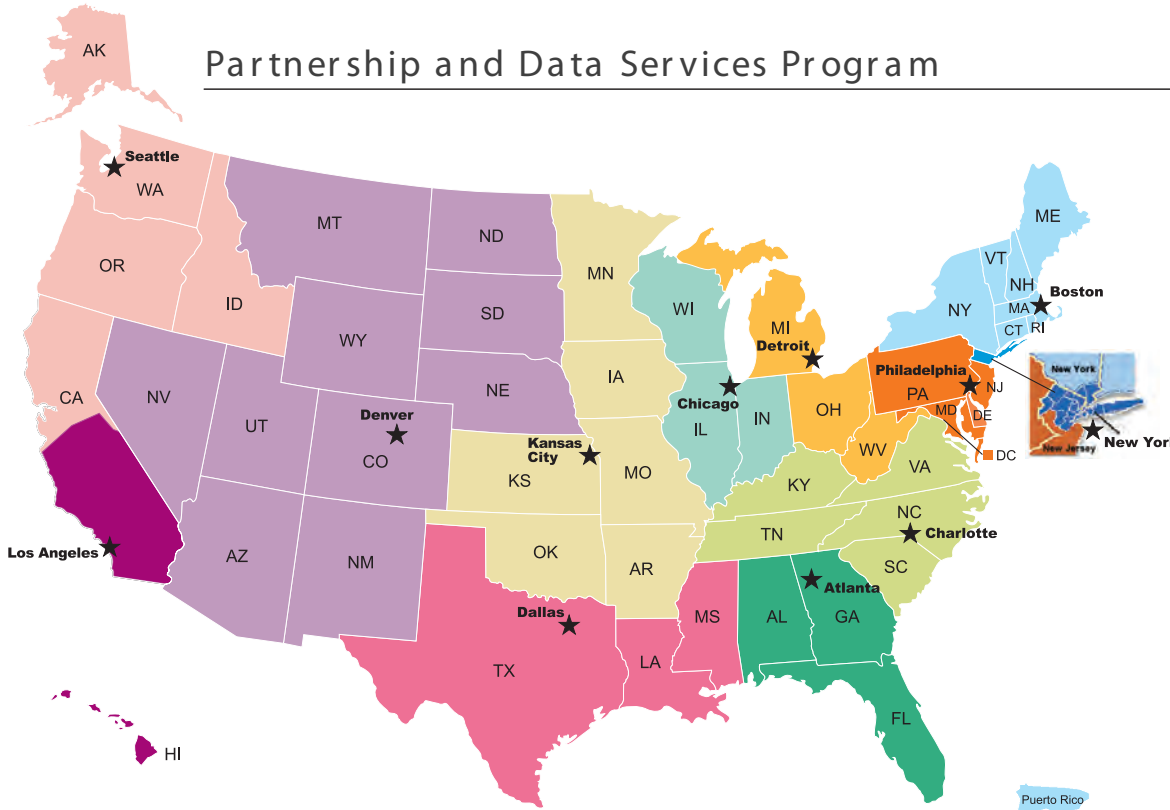


# U.S. Census Bureau Regions

August 2009

## Partnership and Data Services Program

FLDPDS/09-2



### Phone Numbers for the Partnership and Data Services Program

**Atlanta**  
404-335-1467

**Boston**  
617-223-3610

**Charlotte**  
704-936-5330

**Chicago**  
312-454-2770

**Dallas**  
214-637-9680

**Denver**  
720-475-3670

**Detroit**  
313-392-6500

**Kansas City**  
816-994-2045

**Los Angeles**  
818-717-5820

**New York**  
212-356-3100

**Philadelphia**  
215-717-1020

**Seattle**  
425-908-3060

**American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands**  
301-763-4033

- ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia
- BOSTON** - [www.census.gov/boston](http://www.census.gov/boston)  
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont
- CHARLOTTE** - [www.census.gov/charlotte](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin
- DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas
- DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia
- KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - [www.census.gov/losangeles](http://www.census.gov/losangeles)  
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)
- NEW YORK** - [www.census.gov/newyork](http://www.census.gov/newyork)  
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)  
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)
- PHILADELPHIA** - [www.census.gov/philadelphia](http://www.census.gov/philadelphia)  
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania
- SEATTLE** - [www.census.gov/seattle](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

FAITH-BASED COMMUNITY