Supporting the 2010 Census:

A Toolkit for Reaching Latinos

United States Census 2010

IT'S IN OUR HANDS

Issued October 2009
Form D-3304

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UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

Dear Latino Organization Partner,

Thank you for pledging your commitment as a 2010 Census partner. 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 among the Latino community. Your efforts will motivate Latinos – a historically hard-to-count population – to participate and help us achieve a complete and accurate count for a brighter tomorrow.

Census data are critical to the Latino community and directly affect how more than $400 billion per year in federal funding is distributed to state, local and tribal governments. The 2010 Census helps ensure that your community receives its fair share of political representation and government funding. Census data help communities determine locations for new roads, schools, hospitals, child-care and senior centers, and more. These decisions can impact the quality of life for Latinos and their families.

In addition, many businesses in your local community and nationally rely on accurate census data when making important decisions, including locations of new businesses, new jobs, and services and offerings for Latino consumers. However, some in the Latino community may not be aware of the census or its purpose, or may have misperceptions about the safety of census participation. Language barriers may be an issue for some Latinos and can affect census participation. That's why your support is vital. You can help communicate important information about participation, including that census data are used to reapportion congressional seats to states and assure proper district representation. You also can promote the many resources available to help people complete the form.

This toolkit – based on in-depth marketing research conducted by the U.S. Census Bureau – is specifically designed to provide organizations that serve Latinos with turnkey materials, resources and ideas to announce their partnerships with the Census Bureau and assist in the effort to increase Latino participation. Use the information and resources to raise awareness and understanding of the census, while motivating Latinos from all walks of life, including those who may be unwilling to participate in the census because of language barriers or other concerns, to get involved by completing and mailing back their census forms.

To accomplish this, we ask for your support in providing Latinos with frequent information and communication about the census and key milestones from now until the end of 2010. As a credible source of information and a trusted member of the Latino community, your partnership and communications initiatives will help us reach as many individuals as possible, and help ensure Latinos understand that participation in the census is easy, important and safe, and their participation is vital.

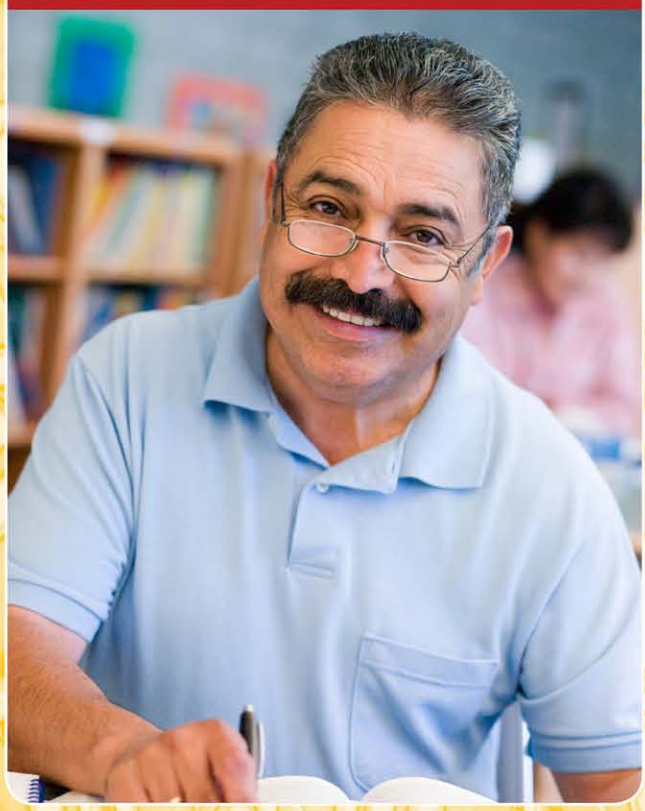
By partnering with the Census Bureau, you are furthering your commitment to providing Latinos with opportunities that will shape their future and the vitality of their community. Latinos feel pride in their heritage, their historic role in the development of the United States, and their increasing influence and growing population. Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010.

Sincerely,

Robert M. Groves

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

A Partner Quick-Start Guide



Thank you for signing on to be a Census Bureau partner. You are committed to encourage participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

It's simple. Here – at a glance – are the four main steps you should take.

1

Announce your partnership.
Tell employees, colleagues and the community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. These public acknowledgements lend credibility to the message of the importance of the 2010 Census. It's a quick and easy way to kickstart your partnership and bring attention to this important event. (See page 15.)

2

Build your action plan.
Create an action plan that defines specifically how your organization will support the census. In 2009, focus on raising awareness in your community about the census and its benefits. Activities in 2010 should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 17.)

3

Conduct events and activities to encourage participation.
Start spreading the word by using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. Include specific messages that will resonate most with your audience. (See page 19.)

4

Sustain the momentum.
A steady stream of communications and events through Census Day and beyond will be critical both to educate your audience about the census and to motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to sustain census awareness in your community.

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

Toolkit Overview

The Latino population is the largest minority group in America, comprising 15.1 percent of the total population. Based on recent Census Bureau projections, (Population Projections, July 1, 2010 to July 1, 2050), approximately 30.2 percent of the population, or 132.8 million people, will be Hispanic by the year 2050. That means that one in three people will be Hispanic. Accurate census data allow state and local governments to make important decisions that affect Latinos, such as where to establish English as a Second Language (ESL) programs, the amount of funding allocated for Title 1 programs, and health services to screen for ailments such as diabetes and hypertension.

However, many in the Latino community may not be aware of the census or understand its purposes. Informing these individuals about the safety, importance and community impact of census data will be essential to ensure participation.

As a 2010 Census partner who interacts regularly with Latinos, you can help reinforce several key messages about the 2010 Census, such as participation in the census is safe, and personal information provided on the census form is confidential. Also, census data are important in determining how more than $400 billion in annual federal funding is distributed to state, local and tribal governments. The 2010 Census helps ensure that your community receives its fair share of political representation and government funding.

This toolkit – based on in-depth market research conducted by the Census Bureau – provides communications ideas, event recommendations, and other tips for connecting with the nation's Latino population about the importance and benefits of the census.

HOW DO CENSUS DATA BENEFIT YOUR ORGANIZATION?

Census data can help your organization just as it can help your community and the people you reach on a regular basis. Specifically, census data can:

Provide additional insight into the people and communities you serve	Help you bring additional resources to your community
Help support your strategic planning process	Enhance your grant proposals
Help substantiate your organization's goals	Lend credibility to your mission

"It is so important that everyone be counted. You know, there are about 45 million Latinos in the United States, and monies are allotted by the federal government according to the population, according to the numbers. And so it's so important that we get our fair share of the monies for programs."

— Rosa Rosales, national president,
League of United Latin American Citizens (LULAC)

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U.S. CENSUS BUREAU

HOW DO CENSUS DATA BENEFIT LATINOS?

Census data are used in many ways that can improve life for Latinos and their families:

Planning for hospitals, nursing homes, clinics, and the locations of other health services	Delivering goods and services to local areas
Attracting new businesses and jobs to the state and local areas	Designing facilities for people with disabilities, children or the elderly
Forecasting future transportation needs	Directing funds for schools and programs that help non English-speaking students
Creating maps to speed emergency services to households in need of assistance	Drawing school district boundaries
Directing funds for services for people in poverty	Directing services to children and adults with limited English language proficiency
Forecasting future housing needs for all segments of the population	Helping organizations that serve Latinos better plan, evaluate and improve programs

In addition, 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.
- Find areas where groups may need special services, and plan and implement education, housing, health and other programs that reflect diversity in their community.
- Identify areas where residents might need services of particular importance to certain racial or ethnic groups, such as screening for hypertension or diabetes.
- Provide funding for Title 1 programs to universities and vocational schools.

With your help, we can ensure Latinos are educated about these important benefits of census data and are accurately represented in the 2010 Census.

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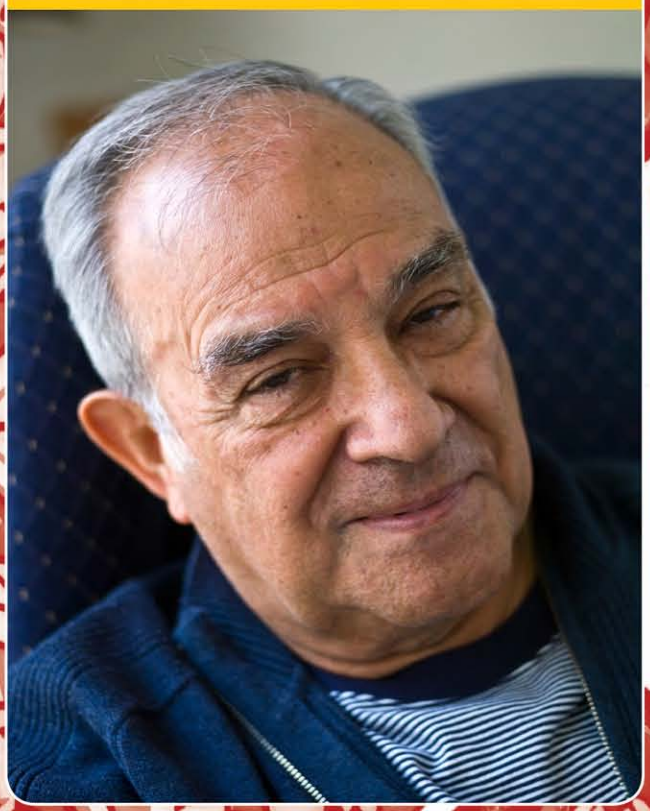
Delivering Messages That Matter



Delivering messages that resonate with Latinos throughout your 2010 Census partnership will help to raise awareness and encourage Latino participation. Use the following 2010 Census messages in conversations with Latinos in your community.

NO. 1: WHAT LATINOS NEED TO KNOW ABOUT THE 2010 CENSUS.

- It's easy, important and safe, and your participation is vital.
- Every person living in the United States must be counted. This includes people of all ages, nationalities, races, ethnic groups, citizens and noncitizens.
- The U.S. Constitution requires a national census be conducted once every 10 years. Data will show state population counts, determine representation in the U.S. House of Representatives, and guide the annual distribution of more than $400 billion to state, local and tribal governments.
- The Census Bureau's goal is to count everyone, regardless of immigration status.
- By law, the Census Bureau cannot share your answers with anyone, including other government agencies. 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.
- One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.

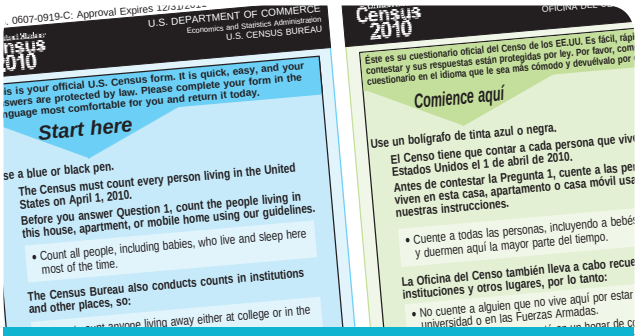
NO. 2: CENSUS PARTICIPATION IS IMPORTANT.

- An accurate count directly affects the quality of life in your community. Participating in the 2010 Census gives Latinos a voice to shape the future of their community and the country. The Latino population is one of the fastest growing in America.
  - According to the Census Bureau, the Hispanic/Latino population is projected to nearly triple, from 46.7 million to 132.8 million between 2008 and 2050.
  - In that same time period, the Hispanic/Latino population's share of the total population is projected to double from 15 percent to 30 percent, making nearly one in three U.S. residents Hispanic/Latino.
    Source: U.S. Census Bureau 2008 National Population Projections

"It's very important that we have an accurate count of everyone so that we know how public services can be fairly distributed and what the needs of the country will be with regards to different populations."

—Janet Murguia, president and CEO, National Council of La Raza (NCLR)

- Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data. By completing and returning their 2010 Census forms, Latinos can help ensure a brighter future for their children and community.
- Businesses use census data to locate retail stores, new housing and other facilities. They also use census data in employee recruitment efforts.
- The Department of Housing and Urban Development (HUD) uses census data to help establish fair-market rents and enforce fair-lending practices.
- Census data guide local decision-makers on where to build new roads, hospitals, child-care and senior centers, schools and more.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Economics and Statistics Administration
U.S. CENSUS BUREAU

Start here

Census 2010

Comience aquí

One of the questions on the census form asks respondents to identify their race. People of Hispanic origin may be of any race. Hispanics may choose one or more race categories, including American Indian or Alaska Native, White, Black or African American, Asian, or Native Hawaiian and Pacific Islander. If some people do not identify with any of the specified race groups, they may mark the "Some other race" category and write in their race or races.

NO. 3: PARTICIPATION IN THE CENSUS IS EASY, AND FOR THE FIRST TIME, THE CENSUS BUREAU IS PROVIDING A BILINGUAL FORM FOR SPANISH SPEAKERS.

- Census forms will be delivered or mailed to households in March 2010; households should complete and mail back their forms upon receipt.
  - Census workers will visit households that do not return forms to provide assistance.
- Bilingual forms in English and Spanish will be available to households where Spanish might be more predominant. A Spanish form also is available upon request.
- Additional resources are available to those who need help completing the form, including Language Assistance Guides and Questionnaire Assistance Centers (QAC):
  - Visit 2010census.gov to download a Language Assistance Guide.
  - For QAC locations, contact your Regional Census Center. Contact information can be found at: http://www.2010.census.gov/partners/pdf/censusRegionMap.pdf.

Getting Started: The Path to a Successful Partnership

"For Latinos, participating in the 2010 Census is as important as exercising our right to vote. Census results will reflect the strength of our community and they will cement our demographic value. Hacernos contar es imperativo, se lo debemos a nuestras generaciones futuras!"

— Rafael A. Fantauzzi, president & CEO, National Puerto Rican Coalition

This toolkit provides your organization with resources and tips to help you publicly announce your partnership and encourage Latinos to participate in the 2010 Census. (This toolkit also is available in Spanish on the "Partner With Us" Web site at 2010census.gov/partners.)

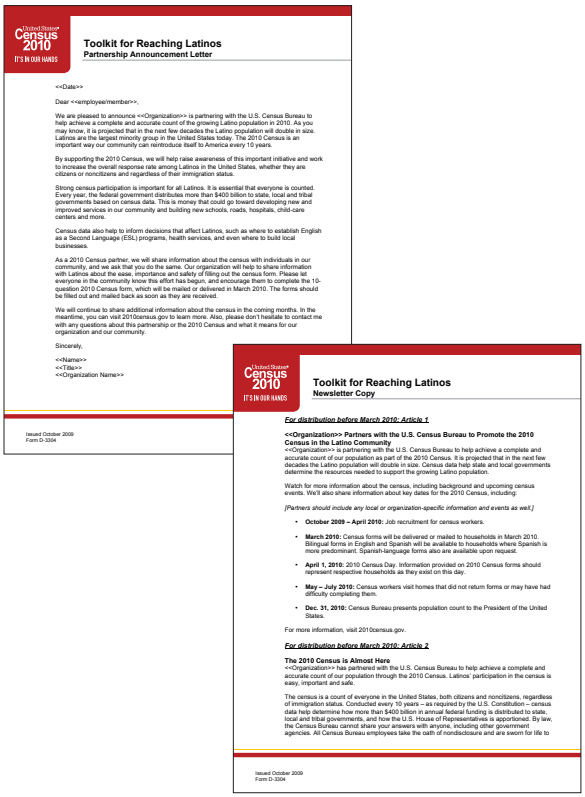
Several Hispanic organizations and corporations are currently preparing initiatives to promote the 2010 Census. For example, the National Association of Latino Elected Officials (NALEO) is including promotional messages on its Web site, "Ya Es Hora," and Public Service Announcements encouraging participation in the 2010 Census. Fundación Azteca America and Azteca America Network have pledged to use their broadcast network capabilities and business leadership position to communicate the importance of the census to the Latino Community. Telemundo launched a company-wide, year-long 2010 Census campaign, "¡Hazte Contar!," encompassing all of its properties across broadcast, cable and digital platforms.

By using this toolkit, you can create an action plan that outlines activities and other communication initiatives your organization can do to help raise awareness of the 2010 Census and its importance, and motivate Latino participation.

STEP 1 — INFORM: ANNOUNCE YOUR PARTNERSHIP

Announcing your partnership with the Census Bureau is the first step to help raise awareness about the 2010 Census and encourage census participation among Latinos. To assist you in your efforts, the following materials are available for download on 2010census.gov/partners. Many of them also are available in Spanish. A Spanish Language Assistance Guide is available at 2010census.gov.

Partnership announcement letter – This letter will help you to announce your partnership to your organization's key constituents, including staff members, individuals your organization serves, and others in your community. The letter can be mailed or sent as an e-mail, and posted on your organization's Web site. The letter is available as a separate electronic file in this toolkit.



United States Census 2010 IT'S IN OUR HANDS

Toolkit for Reaching Latinos
Partnership Announcement Letter

<<Date>>

Dear <<employee/member>>,

We are pleased to announce <<Organization>> is partnering with the U.S. Census Bureau to help achieve a complete and accurate count of the growing Latino population in 2010. As you may know, it is projected that in the next few decades the Latino population will double in size. Latinos are the largest minority group in the United States today. The 2010 Census is an important way our community can reintroduce itself to America every 10 years.

By supporting the 2010 Census, we will help raise awareness of this important initiative and work to increase the overall response rate among Latinos in the United States, whether they are citizens or noncitizens and regardless of their immigration status.

Strong census participation is important for all Latinos. It is essential that everyone is counted. Every year, the federal government distributes more than $400 billion to state, local and tribal governments based on census data. This is money that could go toward developing new and improved services in our community and building new schools, roads, hospitals, child-care centers and more.

Census data also help to inform decisions that affect Latinos, such as where to establish English as a Second Language (ESL) programs, health services, and even where to build local businesses.

As a 2010 Census partner, we will share information about the census with individuals in our community, and we ask that you do the same. Our organization will help to share information with Latinos about the ease, importance and safety of filling out the census form. Please let everyone in the community know this effort has begun, and encourage them to complete the 10-question 2010 Census form, which will be mailed or delivered in March 2010. The forms should be filled out and mailed back as soon as they are received.

We will continue to share additional information about the census in the coming months. In the meantime, you can visit 2010census.gov to learn more. Also, please don't hesitate to contact me with any questions about this partnership or the 2010 Census and what it means for our organization and our community.

Sincerely,

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

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Toolkit for Reaching Latinos
Newsletter Copy

For distribution before March 2010: Article 1

<<Organization>> Partners with the U.S. Census Bureau to Promote the 2010 Census in the Latino Community
<<Organization>> is partnering with the U.S. Census Bureau to help achieve a complete and accurate count of our population as part of the 2010 Census. It is projected that in the next few decades the Latino population will double in size. Census data help state and local governments determine the resources needed to support the growing Latino population.

Watch for more information about the census, including background and upcoming census events. We'll also share information about key dates for the 2010 Census, including:

[Partners should include any local or organization-specific information and events as well.]

- **October 2009 – April 2010:** Job recruitment for census workers.
- **March 2010:** Census forms will be delivered or mailed to households in March 2010. Bilingual forms in English and Spanish will be available to households where Spanish is more predominant. Spanish-language forms also are available upon request.
- **April 1, 2010:** 2010 Census Day. Information provided on 2010 Census forms should represent respective households as they exist on this day.
- **May – July 2010:** Census workers visit homes that did not return forms or may have had difficulty completing them.
- **Dec. 31, 2010:** Census Bureau presents population count to the President of the United States.

For more information, visit 2010census.gov.

For distribution before March 2010: Article 2

The 2010 Census is Almost Here
<<Organization>> has partnered with the U.S. Census Bureau to help achieve a complete and accurate count of our population through the 2010 Census. Latinos' participation in the census is easy, important and safe.

The census is a count of everyone in the United States, both citizens and noncitizens, regardless of immigration status. Conducted every 10 years – as required by the U.S. Constitution – census data help determine how more than $400 billion in annual federal funding is distributed to state, local and tribal governments, and how the U.S. House of Representatives is apportioned. By law, the Census Bureau cannot share your answers with anyone, including other government agencies. All Census Bureau employees take the oath of nondisclosure and are sworn for life to

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2010 Census newsletter copy – Share this brief copy in your organization's newsletters and e-mail blasts or post it on your Web site or blog. Individual articles centered on specific 2010 Census milestones and events are available to allow for ongoing communication leading up to Census Day on April 1, 2010. Personalize the articles with quotes from members of your organization and customize the content to make them more relevant to your community and audience. This copy is available as a separate electronic file in this toolkit.

Brochure: How people are counted – This brochure describes the process by which the Census Bureau counts all people living in the United States – both citizens and noncitizens. This is available as a separate electronic file in this toolkit.

La vida en su comunidad, ¿sería mejor si:

- usted tuviera acceso a centros para ancianos, nuevos hospitales o mejores servicios de salud para familiares enfermos o discapacitados?
- sus niños pudieran estudiar en escuelas y centros de cuidado infantil nuevos o renovados?
- su lugar diario al trabajo fuera más seguro y menos congestionado gracias a mejores carreteras o más opciones de transporte público?
- sus proveedores locales de servicios de emergencia tuvieran mapas actualizados para navegar una ruta más rápida?
- sus mercados locales tuvieran una mejor forma de entregar mercancía y servicios a su comunidad?

POR EL BIEN DE:
SU COMUNIDAD
SU PAÍS
SU FUTURO

EL CENSO DEL 2010 CUENTA POR TODOS, EN LA PRIMAVERA DEL CORRIENTE AÑO, CAPTURARÁ LA POBLACIÓN CAMBIANTE Y DIVERSA DE LOS ESTADOS UNIDOS EN UN MOMENTO HISTÓRICO. ESTE EVENTO OCURRIRÁ MUCHÍSIMO LUEGO. CÓMO HACERLO.

El gobierno federal distribuye más de $400 mil millones de dólares anualmente a gobiernos estatales, locales y tribales basado en los datos del censo. El cuestionario del Censo del 2010, uno de los más cortos de la historia, tiene 10 preguntas y llenarlo toma alrededor de 10 minutos. Llenar su cuestionario del Censo es fácil, es importante y es confidencial. Su participación es vital.

Al participar en el Censo, ayudará a crear un mejor futuro para usted y sus seres queridos.

Para progresar, lo tenemos que enviar.
Cause un impacto positivo en su comunidad: hágase contar en el 2010.
Llene y devuelva su cuestionario del Censo del 2010.

Para más información, visite
2010census.gov

Es fácil, importante y confidencial.
Su información es vital.

United States Census 2010 IT'S IN OUR HANDS

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EL CENSO DEL 2010:
CÓMO SE HACE EL CONTEO

United States Census 2010 IT'S IN OUR HANDS

LATINO COMMUNITY

Confidentiality poster – This poster helps to educate and assure employees, members and others that census form responses are safe. Display the poster in high-traffic areas. This is available as a separate electronic file in this toolkit.

Awareness poster – This poster is the first in a unique series of posters designed to build awareness and encourage participation in the 2010 Census. Display this Spanish-language poster in 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 your own copy. This is available as a separate electronic file in this toolkit.

2010 Census fact sheets – This toolkit includes two fact sheets – one for sharing with external audiences and one regarding the Census in Schools program. One contains general information about the census and is in Spanish, and the other provides information in English to teach students about the census through in-school activities. The fact sheets are available as separate electronic files in this toolkit.

STEP 2 — PLAN: BUILD YOUR ACTION PLAN

Once you've announced your partnership with the Census Bureau, it will be important to build an action plan that outlines various activities and communications initiatives your organization will conduct through April 2010 to help reach Latinos and motivate them to participate in the census. In the development and execution of your plan, we strongly suggest involving others in your organization, as well as others in your community, to help make your efforts as effective and manageable as possible.

In your plan, you'll want to look for ways to communicate and connect with the following audiences:

- ❑ Your organization's employees and affiliates
- ❑ Your organization's members and others in the Latino community
- ❑ The at-large community in which you operate
- ❑ Latino youth
- ❑ Faith-based organizations
- ❑ State and local government officials

The new Spanish census form will help overcome the English fluency deterrent for those who otherwise may not be willing to participate in the census count. Be sure to promote the availability of the form in your communications efforts.

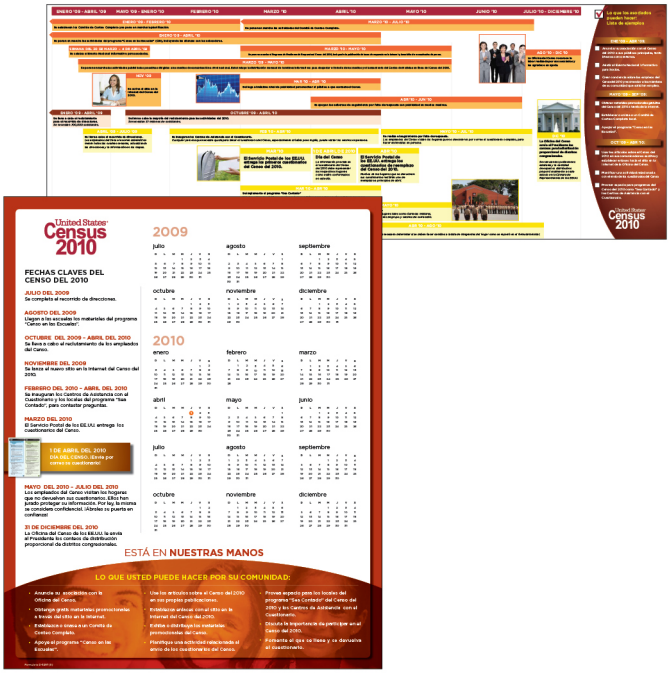
As you build your plan, ask yourself:

- ❑ What are the largest barriers to getting Latinos to complete and return the 2010 Census forms?
- ❑ What kind of information can our organization share to help overcome these barriers?
- ❑ How can we communicate the benefits of participating in the census, including the difference it will make in our community and for Latino families?
- ❑ How can our organization engage Latinos – particularly those not born in the United States – to participate in the 2010 Census?
- ❑ What community events can we leverage to promote participation in the 2010 Census?
- ❑ How can Latino children help carry census messages to their parents?

Available Materials for the Planning Phase

To assist you in your planning efforts, the following turnkey tools, created by the Census Bureau, can help you identify key census dates to build communication initiatives around and develop a greater understanding of the 2010 Census.

Operational milestone timeline – This timeline provides a snapshot of major 2010 Census operational milestones and corresponding communications activities. It is available in Spanish as a separate electronic file in this toolkit.



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

STEP 3 — MOTIVATE: CONDUCT EVENTS AND ACTIVITIES TO ENCOURAGE PARTICIPATION

This section includes ideas and tips for conducting census-related events and activities to help engage organization members, advocates and community members, and encourage participation in the census. To communicate the benefits of the census effectively, build excitement and drive participation, conduct a 2010 Census activity or include census information in existing activities. Following are ideas and tips for conducting census-themed events and activities relevant to the Latino community.

GENERAL ACTIVITIES

- ❑ **Host activities in conjunction with census milestones.** Host events and activities that coincide with calendar milestones important to the Latino community, such as National Hispanic Heritage Month and local community celebrations or events.

  - Choose a date and location. Consider holding the event in conjunction with an existing event. Leveraging existing meetings and events can help ensure the census message reaches a larger audience.
  - Publicize the event on your Web site and in newsletters, blast e-mails and other communications to organization or community members, affiliates and advocates, as appropriate.
  - Share information about the census at these events using the customizable materials available in this toolkit, such as the brochure or poster/flier templates.
  - If hosting a stand-alone event, distribute e-mail or printed invitations, including date, time and location. If distributing via e-mail, send a reminder the day before to ensure participation. A sample invitation is provided in this toolkit.

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

- ❑ **Talk about the census in existing meetings.** Incorporate census materials and information into your existing activities, including monthly meetings, training sessions and other informational gatherings, or at large conferences and events where your organization will have a presence.

  - Give a short presentation on the 2010 Census and discuss the benefits of participating, the importance of a complete and accurate count, and plans for any partnership activities. Use the "Delivering Messages that Matter" section in this toolkit as the basis for discussion.
  - If appropriate, share information about the 2010 Census using the customizable materials in this toolkit, such as the brochure and poster/flier templates.
  - Distribute a newsletter or an e-mail following the event with additional information about the census. The sample newsletter copy and pre-designed newsletter template available in this toolkit may be helpful in developing these follow-up materials.
  - If exhibiting at an event, include 2010 Census materials on your display table and share information about the census with event attendees.

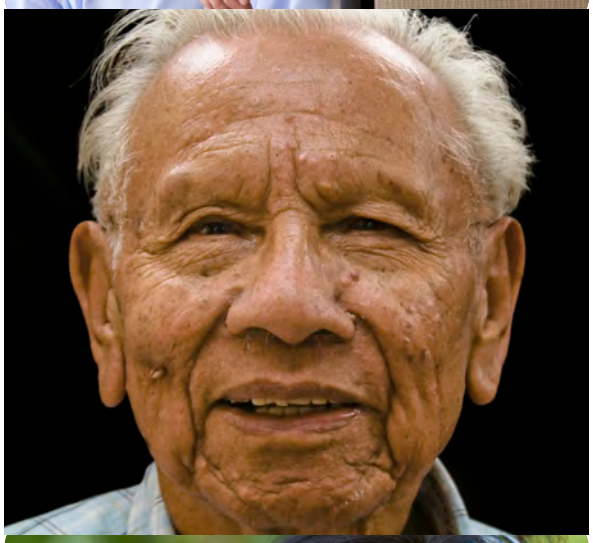
- ❑ **Host an informational session about the impact of the census on your community.** One of the most effective ways to convey messages is through face-to-face communications. Consider hosting an event to highlight how census data impact your local community.

  - Distribute e-mail or printed invitations, including the date, time and location. If distributing via e-mail, send a reminder the day before to ensure participation. A sample invitation is provided in this toolkit.
  - Find data relating to your community on the Census Bureau's American Fact Finder Web site (factfinder.census.gov), and prepare examples of ways your organization uses this information to provide services. Give a presentation on this information and provide details about your partnership with the Census Bureau. For more information on how to use American Fact Finder and for training on other Census Bureau tools, contact your Regional Census Center. Contact information can be found at: http://www.2010.census.gov/partners/pdf/censusRegionMap.pdf or call 800-923-8282.
  - Publicize the event on your Web site and in other communications to members, affiliates and advocates, as appropriate.
  - Share information about the census using the customizable materials available in this toolkit, such as the brochure or poster/flier templates.
  - Invite a Census Bureau partnership specialist to attend and answer questions from attendees.

- **Donate space.** Organizations like yours can donate space for 2010 Census Be Counted sites and Questionnaire Assistance Centers. In addition, you can provide space to accommodate experts who can serve as key resources to help the Latino community understand the importance of participating in the census and answer questions about filling out census forms, in Spanish if necessary.

- **Collaborate with faith-based organizations that reach Latinos.** History shows that numerous churches and faith-based organizations have consistently helped immigrants from Latin America. Because many Latinos feel so strongly about their faith, consider partnering with appropriate faith-based groups to reinforce the importance of participating in the 2010 Census. Utilize churches or other places of worship that reach Latinos to promote the census. The Toolkit for Faith-Based Organization partners, located on the "Partner with Us" section of 2010census.gov, provides ideas for faith-based organizations to promote the 2010 Census, as well as suggestions for gaining support from key religious leaders.

- **Involve state and local government officials.** Invite local community leaders to become involved in your efforts and encourage them to share information on the importance of census participation by Latinos. When possible, have community leaders engage in face-to-face interaction at events, answering questions from residents, and feature bilingual speakers. Provide local leaders with the key messages and information in this toolkit to discuss the 2010 Census at community presentations, events and meetings.



- **Conduct text message campaigns.** For the many Latinos who are technology-savvy, conduct a text message campaign around the 2010 Census to build momentum and encourage participation. Consider sending messages around key dates, such as the delivery and mailing of forms in March 2010, and around local activities and events. Customize information to include dates, times, locations, and other information specific to your organization's efforts. Following are sample text messages:

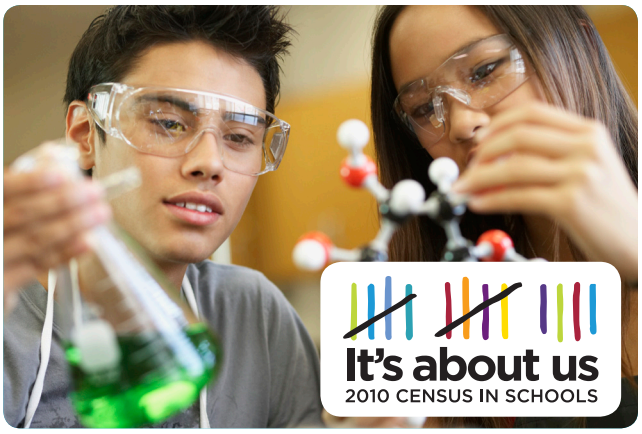
Announce your partnership	<<Organization>> is partnering with the U.S. Census Bureau to help the Latino community participate in the 2010 Census. More information coming soon. Visit 2010census.gov – distributed by <<Organization>>
For local events	Join <<Organization>> on <<date>> to learn about the 2010 Census and how it affects our community. <<Insert event details>>. Visit 2010census.gov. – distributed by <<Organization>>
2010 Census and how it affects our community	<<Insert event details>>. Responding to the 2010 Census is easy, important and safe. Visit 2010census.gov to learn more. – distributed by <<Organization>>
March/April 2010	Watch for your 2010 Census form from the U.S. Census Bureau. It's your chance to improve the quality of life in your community. Visit 2010census.gov. – distributed by <<Organization>>
April 2010	Remember to complete and return your 2010 Census form this month. It's easy, it's important, it's safe. Participation is vital. – distributed by <<Organization>>

EDUCATIONAL ACTIVITIES

- ❑ **Partner with area schools.** The Census Bureau has launched the Census in Schools program to teach school-age children about the importance of the census. Latino children are an important link to raise census awareness and participation. In families where the parents do not speak English, children are often relied upon to translate important public information. As you conduct this program, partner with local schools to educate children and encourage them to share what they learn about the 2010 Census with their families.
  - Connect with administrators, principals and/or teachers to find out how they are incorporating the Census in Schools program in their curriculum.
  - Offer to speak to classes about how your organization uses census data.
  - Help students complete 2010 Census projects they may be working on and encourage them to share information with their families.
  - Invite a Census Bureau partnership specialist to attend and answer questions.
  - Encourage students to share what they learn with others and to ask family members if they have completed their 2010 Census form.

MEDIA ACTIVITIES

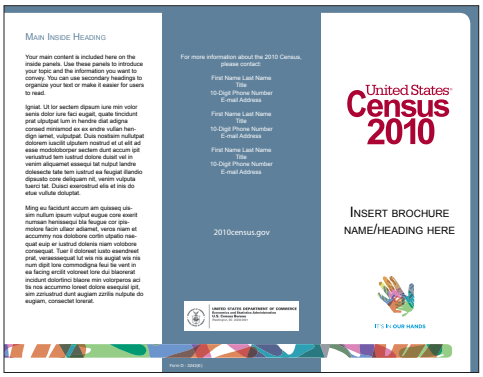
- ❑ **Engage ethnic media.** Many Latinos rely on ethnic newspapers and radio stations for information and news. Work with key reporters and contacts at local radio stations and newspapers that reach the Latino community, and remember to mention your partnership with the Census Bureau.
  - **Radio:** Request that Spanish-language radio stations run Public Service Announcements (PSAs) about the census. Sample PSAs for radio are included as a separate electronic file in this toolkit. Whenever relevant, record and produce the PSAs in Spanish.
  - **Print media:** Sample stories for ethnic newspapers also are available in this toolkit. As appropriate, translate and customize these sample community newspaper stories about the 2010 Census.



Available Materials for the Motivation Phase

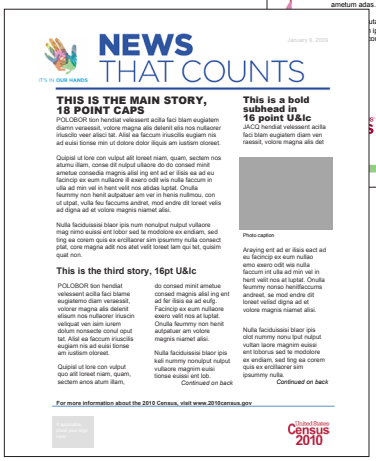
The following turnkey resources are available to help motivate Latinos to complete their 2010 Census form.

2010 Census brochure template – Use this pre-designed brochure template to develop a census brochure that highlights your organization's involvement in the 2010 Census. Consider including information about the safety of information shared on census forms, the effect of census data on everyone's quality of life, and the resources available to help individuals complete and return their forms. Use all or part of the sample brochure copy available as a separate electronic file in this toolkit when creating your own brochure.

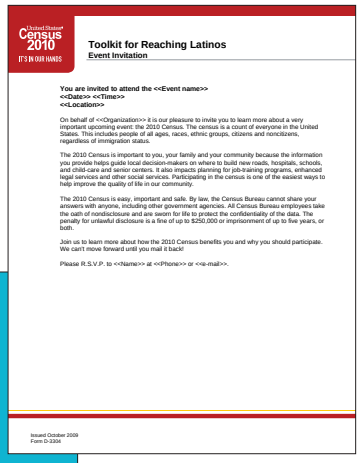


2010 Census poster/flier template – Use this template to create your own poster or flier highlighting census-related events and activities. This is available as a separate electronic file in this toolkit.

2010 Census newsletter template – Use this pre-designed template to create your own newsletter centered on your support of the 2010 Census. Insert your own copy or customize the sample copy provided. This is available as a separate electronic file in this toolkit.



Event invitation – This invitation can be customized to invite partners to participate in census-related events hosted by your organization. Tips and ideas for hosting events can be found on page 19. The event invitation is available as a separate electronic file in this toolkit.



United States Census 2010
IT'S IN OUR HANDS

Toolkit for Reaching Latinos
Event Invitation

You are invited to attend the <<Event name>>
<<Date>> <<Time>>
<<Location>>

On behalf of <<Organization>> it is our pleasure to invite you to learn more about a very important upcoming event: the 2010 Census. The census is a count of everyone in the United States. This includes people of all ages, races, ethnic groups, citizens and noncitizens, regardless of immigration status.

The 2010 Census is important to you, your family and your community because the information you provide helps guide local decision-makers on where to build new roads, hospitals, schools, and child-care and senior centers. It also impacts planning for job-training programs, enhanced legal services and other social services. Participating in the census is one of the easiest ways to help improve the quality of life in our community.

The 2010 Census is easy, important and safe. By law, the Census Bureau cannot share your answers with anyone, including other government agencies. 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.

Join us to learn more about how the 2010 Census benefits you and why you should participate. We can't move forward until you mail it back!

Please R.S.V.P. to <<Name>> at <<Phone>> or <<e-mail>>.

Issued October 2009
Form D-3304

IMAGE AVAILABLE SOON!

Action poster – This poster is the second in a unique series of posters designed to build awareness and encourage participation in the 2010 Census. Display this Spanish-language poster in high-traffic areas to inspire Latinos 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 your own copy. This poster is available as a separate electronic file in this toolkit.

We thank you for your commitment to the 2010 Census and appreciate your partnership.

MAKE A DIFFERENCE.
PARTICIPATE IN THE 2010 CENSUS.

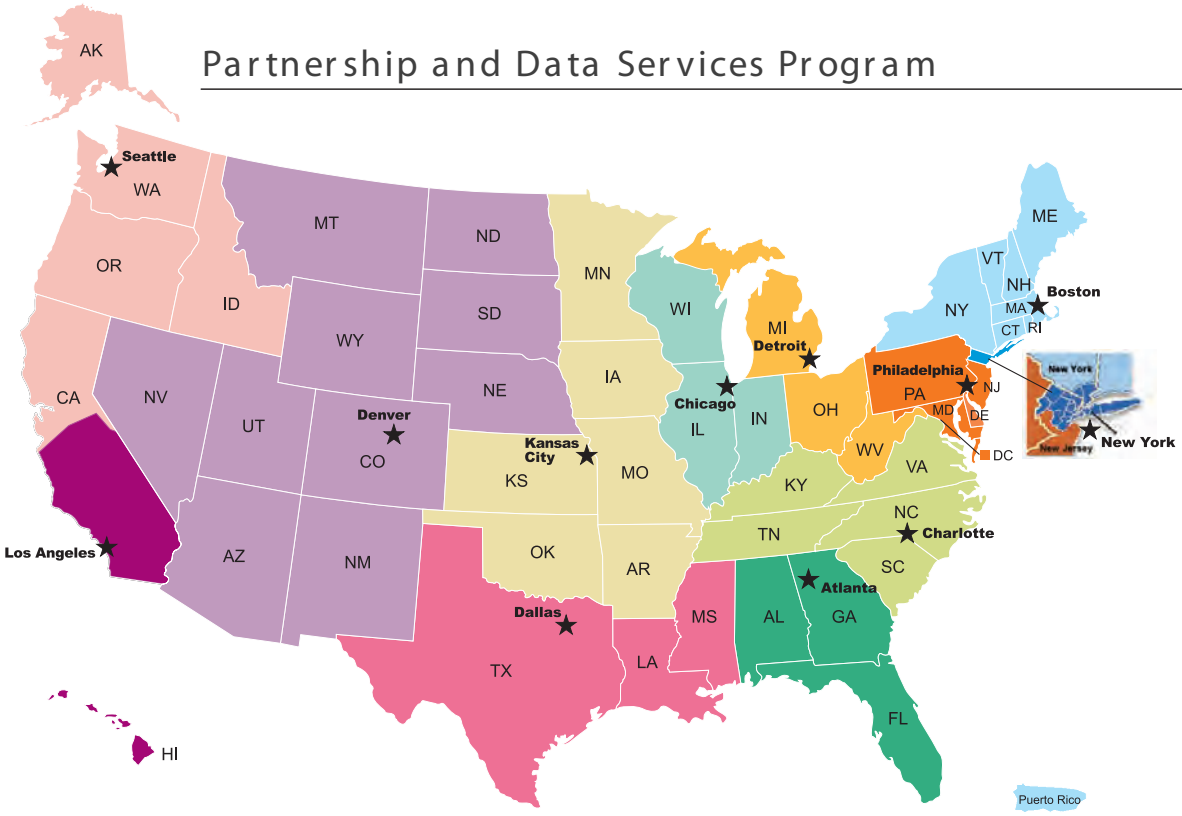
Regional Census Center Contact Information

U.S. Census Bureau Regions

August 2009

Partnership and Data Services Program

FLDPDS/09-2



ATLANTA - www.census.gov/atlanta
Alabama, Florida, Georgia

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

CHARLOTTE - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina, Tennessee, Virginia

CHICAGO - www.census.gov/chicago
Illinois, Indiana, Wisconsin

DALLAS - www.census.gov/dallas
Louisiana, Mississippi, Texas

DENVER - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming

DETROIT - www.census.gov/detroit
Michigan, Ohio, West Virginia

KANSAS CITY - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma

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)

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)

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

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

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU