

Issue 4

Five Ways to Spread the Word About the 2010 Census This Summer

Summer is an ideal time to take 2010 Census messages into the community and ramp up your communications efforts. Take advantage of the warmer weather and longer days to let people know the 2010 Census is approaching and it is easy, important and safe to participate.



Here are five ways you can spread the word:

1. **Participate in summer events and festivals.** If your organization participates in an event or festival this summer, distribute 2010 Census promotional materials to attendees. Visit 2010census.gov/partners for print-ready resources and materials you can create and customize.
2. **Spark conversations.** Summer is typically when people spend more time outdoors. Take this opportunity to talk to those you meet about the importance of the census and its benefits to your community. For example, your neighbors may have recently seen census workers in the area. Explain that they likely witnessed address canvassing, an operation in which census workers walk through neighborhoods gathering information to update maps and address lists. Tell them this important activity will be complete by the end of July 2009 and will help ensure the accuracy of the 2010 Census.
3. **Start or join a Complete Count Committee (CCC).** CCCs operate year-round and are always eager to involve new members and inspire new thinking to drive participation. To start or join a CCC, contact your [Regional Census Center](http://2010.census.gov/partners/pdf/censusRegionMap.pdf) (2010.census.gov/partners/pdf/censusRegionMap.pdf). Partnership staff will let you know if a CCC exists in your area and suggest specific activities for your CCC.
4. **Host a census picnic or barbecue.** Continue your grassroots outreach by hosting a census-themed event, such as a summer picnic or barbecue for members, employees or other constituents. Talk with attendees about the census and its impact on the community and the entire nation. Provide [promotional materials](#) attendees can take with them when they leave.
5. **Promote the 2010 Census during National Night Out.** [National Night Out](#), Aug. 4, 2009, is an evening when neighbors throughout the nation gather with the goal of preventing crime and drug abuse. Activities include block parties, cookouts, parades, festivals, neighborhood walks, safety fairs, contests, rallies and more. Connect with organizers in your area and incorporate census information into National Night Out events. For example, consider making 2010 Census signs for people to carry or put in their yards or front windows.

Think beyond these five idea starters to develop your own creative ways to ensure people in your community will encounter census messages during times of work, play, leisure, school and worship.



Tools You Can Use



New 18-month 2010 Census Calendar Shows Key Census Dates and Activities

Keep the 2010 Census top of mind with this attractive and functional 18-month calendar. Place it at your desk or hang it in high-traffic areas for others to see.

This calendar includes key census dates and activity ideas for partners from July 2009 through December 2010.

You can find the 18-month calendar – as well as other resources – at 2010census.gov/partners. Contact your [Regional Census Center](#) for a printed version.



Idea Starter

National Partners Describe Plans for Reaching Hard-to-Count Audiences

During the National Partner Briefing event earlier this year, Secretary of Commerce Gary Locke stressed the critical role of partners in connecting with hard-to-count populations. "The Census Bureau depends on volunteers and organizations like you from every corner of America. It is your familiar, trusted voices that will help us succeed."

Watch the clips below to learn how some partners are planning to reach hard-to-count audiences with messages about the 2010 Census this summer and beyond.

Ivan Davis, director of BET Networks, highlights the influence of youth and the power of entertainment to drive people to action.

To view this clip, click the "play" button on the right or [download the video file here](#).



Don Brown, president of Telemundo Communications Group, describes plans for ongoing endorsements from famous individuals in the Hispanic community.

To view this clip, click the "play" button on the right or [download the video file here](#).



Jim Gibbons, president and CEO of Goodwill Industries International, discusses ways to educate leaders and engage communities using customized materials.

To view this clip, click the "play" button on the right or [download the video file here](#).



[Read transcripts of these clips here.](#)



Spotlight on the Census Bureau's Integrated Communications Campaign

Next month, we will showcase some of the communications strategies and tactics the Census Bureau is employing across the nation in support of the 2010 Census.

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