

United States
**Census
2000**

Start Now By Building Awareness

**You can make a
difference!**

Partnership And Promotion

Suggested Activities For Your Organization

Name A Champion!

Identify a Census 2000 Coordinator to develop and implement a Partnership Plan of Action to promote participation in the census among employees and throughout your community.

Call A Meeting!

Call public and in-house meetings to help constituents and the community at large to increase awareness of the census and promote its benefits to the community.

Issue A Proclamation!

Make a public statement supporting the census. Publicize it. Post it. Explain how the census benefits your community. Emphasize confidentiality.

Get Others Involved!

Establish a Complete Count Committee comprised of community, business and civic leaders to develop and implement local activities to promote the census. Identify people of influence to record public service announcements, appear on local television and radio shows about the census. Encourage the use of census educational materials in schools. Encourage local businesses to post census materials and sponsor local events.

Spread The Word!

Produce messages and promotional materials tailored to your community. Insert census flyers, articles, and announcements in newsletters and other publications. Put information about the census in mailings/ paychecks/utility bills to your members /employees/customers. Print census messages on products, bags, envelopes, and sales bulletins. Display promotional materials everywhere. Recruit community leaders for a "telephone campaign," stressing the importance of the census and requesting that forms are filled out promptly.

Call A Press Conference!

Call periodic press conferences for your highest official, or other influential community leaders to talk about the importance of the census.

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

An Equal Opportunity Employer
U.S. Census Bureau, *the Official Statistics™*



Make It An Event!

Include census information and other promotional efforts in agency sponsored community events such as parades, fairs, ethnic festivals, and other gatherings. Include Census 2000 on the agendas of meetings and community events. Provide exhibit booths. Invite census staff to make presentations.

Identify Special Needs!

Identify areas that are likely to be most difficult to enumerate and 1) develop a contingency plan of action that can be used if initial mail returns are low and 2) assist the Census Bureau by confirming or revising its planned procedures for enumeration. Provide the Census Bureau with a list of places (soup kitchens, shelters, food pantries) where people without a usual residence obtain services.

Help translate promotional materials into languages represented in your area.

Be Innovative!

Include census messages on your Internet sites and create links to the Census Bureau's Internet home page (www.census.gov). Surprise us with great ideas of which we never thought of.

Encourage The Quick Return Of Census Questionnaires

Census information helps your community get financial assistance for roads, hospitals, schools, and more.

Mid-March To Mid-April 2000

Get Organized!

Hold a ceremonial kickoff to publicize delivery of census forms. Organize community groups to conduct a "Quick Response" campaign. Have materials encouraging questionnaire return distributed at all government and community agencies that have public contact services and programs.

Get Moving!

Intensify outreach and promotion campaign focusing on importance of census to your community. Identify local sports and entertainment personalities to appear on local TV and radio stations urging quick response to census. Publicize that answering the census is safe, and it is important that everyone in the household is counted.

Lend A Hand!

Establish, publicize locations of, and recruit volunteers to operate Questionnaire Assistance Centers for persons who need assistance in completing their census questionnaire. Publicize the "Census Help Line," our toll-free number for questionnaire assistance.

Focus On Community!

When mail return rates are publicized, launch campaign in low response areas stressing "it is not too late to respond" to census.

After census questionnaires have been delivered, publicize sites where people can obtain blank census questionnaires if 1) they think they were not included on the questionnaire that was sent from their household, 2) lost their questionnaire, or 3) did not receive a questionnaire.

Encourage churches, ministerial alliances, and other religious organizations to motivate participation in the census among their members and congregations by using census developed materials for religious organizations.

Encourage tenant and homeowner associations officials to distribute materials encouraging return of the questionnaire.

Encourage People To Open Their Doors To Census Takers

Help dispel myths about the census. Reassure everyone that answering the census is safe.

After April 15, 2000

Alert The Media!

Schedule press conferences for highest elected officials and other influential leaders to alert community that census takers will be visiting homes of persons who have not responded; show how enumerators can be identified; and encourage cooperation. Schedule other media opportunities to encourage participation. Continue publicity and promotion of the benefits of the census and the importance of a complete count.

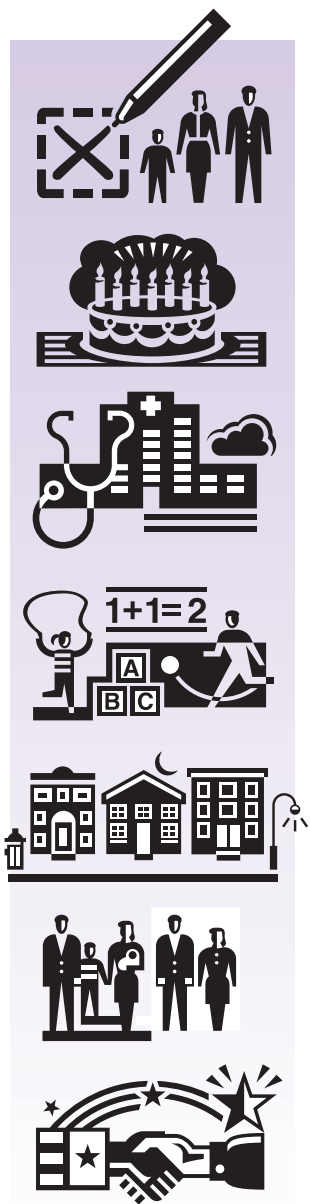
Get Out The Help!

Mobilize gatekeepers and community leaders to assist census takers in areas that are difficult to enumerate or where danger may be apparent. Assist local census staff in identifying tenant and homeowner association representatives who can facilitate gaining access to gated and high security communities and buildings.



Thank You!

For more information on promotion, materials available, census jobs, and census speakers— Call your regional partnership coordinator at the following numbers:



If you live here

Call here

Alabama	Atlanta	404-331-0573
Alaska	Seattle	206-553-5882
Arizona	Denver	303-231-5029
Arkansas	Kansas City	816-801-2020
California ¹	Los Angeles	818-904-6522

California ¹	Seattle	206-553-5882
Colorado	Denver	303-231-5029
Connecticut	Boston	617-424-4977
Delaware	Philadelphia	215-597-2000
DC	Philadelphia	215-597-2000

Florida	Atlanta	404-331-0573
Georgia	Atlanta	404-331-0573
Hawaii	Los Angeles	818-904-6522
Idaho	Seattle	206-553-5882
Illinois	Chicago	312-353-9697

Indiana	Chicago	312-353-9697
Iowa	Kansas City	816-801-2020
Kansas	Kansas City	816-801-2020
Kentucky	Charlotte	704-344-6621
Louisiana	Dallas	214-640-4461

Maine	Boston	617-424-4977
Maryland	Philadelphia	215-597-2000
Massachusetts	Boston	617-424-4977
Michigan	Detroit	248-967-9524
Minnesota	Kansas City	816-801-2020

Mississippi	Dallas	214-640-4461
Missouri	Kansas City	816-801-2020
Montana	Denver	303-231-5029
Nebraska	Denver	303-231-5029
Nevada	Denver	303-231-5029

New Hampshire	Boston	617-424-4977
New Jersey ²	Philadelphia	215-597-2000
New Jersey ²	New York	212-264-8076
New Mexico	Denver	303-231-5029
New York ³	Boston	617-424-4977

New York ³	New York	212-264-8076
North Carolina	Charlotte	704-344-6621
North Dakota	Denver	303-231-5029
Ohio	Detroit	248-967-9524
Oklahoma	Kansas City	816-801-2020

Oregon	Seattle	206-553-5882
Pennsylvania	Philadelphia	215-597-2000
Rhode Island	Boston	617-424-4977
South Carolina	Charlotte	704-344-6621
South Dakota	Denver	303-231-5029

Tennessee	Charlotte	704-344-6621
Texas	Dallas	214-640-4461
Utah	Denver	303-231-5029
Vermont	Boston	617-424-4977
Virginia	Charlotte	704-344-6621

Washington	Seattle	206-553-5882
West Virginia	Detroit	248-967-9524
Wisconsin	Chicago	312-353-9697
Wyoming	Denver	303-231-5029

¹The Los Angeles Regional Office covers Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Bernadino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties. The remaining counties are covered by the Seattle Regional Office.

²The New York Regional Office covers Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union, and Warren counties. The remaining counties are covered by the Philadelphia Regional Office.

³The New York Regional Office covers Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, and Westchester counties. The Boston Regional Office covers the balance of New York State.