**Messages to Motivate**

To many, the 2010 Census is just a count of our population. Without purposeful communications to illustrate the good that comes from being counted, such as money to solve more problems in the community, there will be little personal motivation to participate. The heart of our preparation for any communications outreach is the development of relevant key messages that resonate with the audience. These messages will ensure consistency across all forms of communication.

**2010 Census Key Messages**

**It’s Important:** The Census affects funding in your community, your voice in Congress, your representation in state and local government, and informs your community’s decisions.

**It’s Easy:** The 2010 Census questionnaire will only take a few minutes to answer. It will ask for name, sex, age, date of birth, race, ethnicity, relationship and housing tenure—taking just minutes to complete.

**It’s Safe:** Respondents will fill out the questionnaire in the privacy of their own home. The forms do not ask for a Social Security number, citizenship of respondents, income or financial assets. All Census employees have taken an oath to protect confidentiality and are subject to a jail term, a fine or both, for disclosing any information that could identify a respondent or household.

**It’s Required:** The U.S. Constitution (Article 1, Section 2) mandates a headcount of everyone residing in the United States.

The 2010 Census messages are clear and concise motivational statements of purpose that will resonate with audiences and make them care.

**Messengers to Participate**

People look to journalists for a deep understanding of what is important to people in the community, to explain difficult topics in depth, and to help the community focus on important issues. For those who are fearful or apathetic about the 2010 Census, however, they are more likely to respond to people they know and trust. Choosing and preparing the best spokespeople is as critical as proper message development. At the local level, it may be beneficial to identify and prepare an array of spokespeople on a variety of subjects that the community cares about. Consider neighborhood or community leaders, students, elected officials, and agency representatives who can lend their credibility. Messages are more than slogans, they must be consistent, and they must permeate everything we do to ensure a complete and accurate count.

**In This Edition:**

- Messages to Motivate
- Messengers to Participate
- A Campaign with a Purpose
- It’s In Our Hands Tool Kit

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**Regional Director**

**HIGHLIGHTS**

Cathy Lacy Illian

The 2010 Census is a Campaign with a Purpose

Census 2010 is oriented toward a clear result, or purpose, that everybody can identify with. As more and more people join our campaign, their energy and passion for their community give the 2010 Census a common purpose that can create new value for, and with, many diverse people throughout the Denver Region.

Local partners serve as trusted voices within their communities and are critical to the Census Bureau’s mandate to count everyone once, only once, and in the right place. The combined strengths of state, local, and tribal governments, community-based organizations, faith-based organizations, schools, businesses and others ensure our common purpose to achieve a complete and accurate 2010 Census.
It’s In Our Hands Tool Kit

Partnership activities that require limited time and minimal resources.

With time and money being limited, our partners can use the In Our Hands Tool Kit to organize a local 2010 Census awareness campaign that promotes the value of a complete and accurate census.

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<thead>
<tr>
<th>2010 Census Activities</th>
<th>On the 2010 Census Website</th>
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<tbody>
<tr>
<td>Issue a proclamation or resolution designating April 1st as “Census Day” or 2010 as “Census Year”.</td>
<td>Link to the 2010 Census Partnership website at: <a href="http://2010.census.gov/partners/">http://2010.census.gov/partners/</a></td>
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<td>Seek high-level endorsements from elected office holders.</td>
<td>Partners can select and download individual outreach materials and customize the template shells to reflect the “look and feel” of the 2010 Census communications program.</td>
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<td>Develop information on federally funded programs ($ amounts) tied to census-related criteria that have benefited the community.</td>
<td>On-line Partner Tool Kits contain fact sheets to help partners communicate the importance of the census.</td>
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<td>Produce census messages/slogans and promotional materials tailored to the community.</td>
<td>Activity-Guides are designed to help partners build awareness of the census and execute events around key 2010 Census milestones. These guides provide tips ideas and customizable copy for communicating with your members, affiliates and constituents.</td>
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<td>Publicize the availability of census jobs.</td>
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<td>Include the 2010 census on the agendas of meetings and community events.</td>
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<td>Develop a list of barriers, problems, or concerns that might impede the progress of the 2010 Census in the community.</td>
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<td>Print and display census messages on products, envelopes, bulletins, posters, exhibits and newsletters</td>
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<td>Display 2010 Census promotional materials in community buildings.</td>
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<td>Include census messages on internet sites and link to the 2010 Census homepage.</td>
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<td>Include census messages in community mailings.</td>
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<tr>
<td>Seek private sector support for census promotions.</td>
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<tr>
<td>Develop Public Service Announcements tailored to the community.</td>
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On the 2010 Census Website

- Link to the 2010 Census Partnership website at: http://2010.census.gov/partners/
- Partners can select and download individual outreach materials and customize the template shells to reflect the “look and feel” of the 2010 Census communications program.
- On-line Partner Tool Kits contain fact sheets to help partners communicate the importance of the census.
- Activity-Guides are designed to help partners build awareness of the census and execute events around key 2010 Census milestones. These guides provide tips ideas and customizable copy for communicating with your members, affiliates and constituents.

Radio Public Service Announcements

- To reach hard-to-count areas, the 2010 Census is incorporating trusted, recognizable voices into radio public service announcements.
- Call our dedicated Census PSA voicemail at 720-533-4230.
- Identify yourself and leave a message about the importance of the 2010 Census to your community. (It helps fund roads, schools, and other community projects.)
- The media team produces it into a radio-friendly PSA and delivers it to radio stations. It helps if you suggest radio stations most effective in your area.
- The census gets the message out, community leaders maintain their public profile, and radio stations get quality production.
- For additional information contact the Denver Media and Broadcast Center at 720-533-4153.

Partnership Call Center

To learn more about becoming a 2010 Census Partner, please call the Denver Regional Census Center at 720-475-3670.

www.2010census.gov