



Suggestions for Promoting the Census



IT'S IN OUR HANDS, MARYLAND!

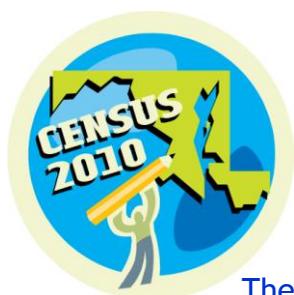
Ways You and Your Organization Can Support the 2010 Census

The Maryland Census 2010 Outreach Coordination team has prepared the following ten “Can Do” suggestions that you can use to promote the Census to the people you serve. Please consider partnering with the Maryland Census 2010 Outreach Coordination Team. Your organization doing a few or all of these will contribute tremendously to the success of Maryland’s complete count.

-  Provide space for a U. S. Census Bureau Questionnaire Assistance Center
-  Adopt a Neighborhood – Partner with your Local Complete Count Committee and community organizations to sponsor local events to promote the Census in a Hard to Reach area, those areas where residents may be unlikely to answer the Census
-  Adopt a School – Print Census in Schools materials for schools in a Hard to Reach area
-  Start a speaker’s bureau offering to speak to community groups and businesses about the importance of the Census
-  Develop a video PSA, video or podcast promoting the Census. Post it to your website.
-  Assist in translating Census outreach materials or provide space for a Census display.
-  Use 2010 Census articles and messages in your newsletters, on your web site, in in-house communications and in mailings.
-  Hold a Census event at your site(s) around mid to late March encouraging employees and the people you serve in your community to answer the 2010 Census
-  Encourage your community and religious leaders to talk about the importance of the Census to their members – particularly in March and April
-  Ask your local PTA to encourage Census in School messages during late January to late March

Join the Maryland Census 2010 partnership list on Census.Maryland.gov

Contact the Maryland Census 2010 Outreach Coordination team for additional information and to find out how you can get involved in promoting the Census. Visit Census.Maryland.gov or call (410) 767-4500.



census.maryland.gov

Martin O’Malley, Governor

Maryland Census 2010 Outreach Coordination Team

The Maryland Department of Planning - Richard E. Hall, Secretary
Office of the Secretary of State - John P. McDonough, Secretary of State
Governor’s Office of Community Initiatives, Izzy Patoka, Executive Director

