

# AN IMPORTANT MESSAGE FROM THE U.S. CENSUS BUREAU DIRECTOR

(February 26, 2010)

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## Are you up for the "Take 10" challenge?

On behalf of the U.S. Census Bureau, we are asking our partners to join us in making history by helping to boost the mail back participation rates across the Nation and in your community during the 2010 Census.

During each Decennial Census, the Census Bureau undertakes the count of every person residing in the United States, as mandated by Article 1, Section 2 of the U.S. Constitution. To encourage everyone to take 10 minutes to answer the 10 simple questions on the 2010 Census form, we are launching the "Take 10" campaign. Through "Take 10," you can visit <http://2010.census.gov/2010census/take10map/> to get updates on the proportion of households that have mailed back the 2010 Census forms. You also will be able to view differences between your community's participation rates and those of neighboring communities or other areas across the country.

## The "Take 10" Challenge - Tools to Inspire the Mail Back Participation Rates for the 2010 Census

During the 2000 Census, 72 percent of occupied households mailed back their forms. In 2010, we are challenging communities to do even better. The Census Bureau's "Take 10" campaign gives you a wide range of tools to inspire your community to meet our challenge. These include:

- An interactive, map-based, "Take 10" Web site that allows local areas to track and compare their 2010 Census mail back participation rates, which will be updated on a daily basis at <http://2010.census.gov/2010census/take10map/>, and to look up their 2000 Census participation rates.
- An [electronic toolkit](#) is available which includes talking points, sample speeches, new releases, newsletter copy, event suggestions, flyers, stickers, and doorknob hanger templates, and more.
- Suggestions on how to use friendly competition with other communities to inspire participation in the census.

You can play an important leadership role in encouraging your community to mail back their forms. Most 2010 Census questionnaires are delivered from March 15-17, 2010. From the time the forms are delivered until the closing of the mail campaign at the end of April, you have the opportunity to remind your area residents of the importance of mailing back their census forms. We believe that you can encourage participation through speeches, special events, and challenges.

The stakes are high; an accurate count of the local population helps to ensure that your community receives its fair share of federal funding. This funding includes resources for services, such as health care, education, and roads.

**Your constituents must complete and mail back their census forms between March 15, 2010 and April 15, 2010. The good news is that the 2010 Census questionnaire is one of the shortest in history-just 10 questions that only take about 10 minutes to complete.** We hope we can count on you to encourage participation in the 2010 Census. Visit <http://2010.census.gov/2010census/take10map/> now to see your area's 2000 Census mail participation rate and check the site daily for updates beginning March 22.

**The 2010 Census: It's in our Hands.**

Sincerely,

**Robert M. Groves**  
Director  
U.S. Census Bureau