



Dear Elected Official:

Are you up for the "Take 10" challenge?

On behalf of the U.S. Census Bureau, we are challenging every elected official 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 <www.2010census.gov> to get updates on the proportion of households that have mailed back 2010 Census forms. You will also be able to view differences between your community's participation rates and those of neighboring communities or other areas across the country.

During the 2000 Census, 72 percent of households that received the form mailed it back. 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 <www.2010census.gov>. and to look up their 2000 Census participation rates.

An electronic toolkit is available which includes talking points, sample speeches, news 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 your community to participate in the census.

→ As an elected official, you can play an important leadership role in encouraging your constituents to mail back their forms. The 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 constituents of the importance of mailing back their census forms and the impact of the census on their communities. We believe that you can encourage participation through speeches, special events, and challenges.

Elected Official


The stakes are high; an accurate count of the local population helps to ensure that your constituents receive their 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 your community to participate in the 2010 Census. Visit www.2010census.gov now to see your area's 2000 Census mail participation rate and check the site daily for updates.

The 2010 Census: It's in our Hands.

Sincerely,



Robert M. Groves
Director

cc: Mayor & Tup. Committee
Tup. Clerk

Tup. Webmaster - please post the link www.2010census.gov
to the front page of the Tup website
until April 30, 2010