

ZETA PHI BETA SORORITY, INC.
Census 2010 Detailed Guide
“Make your presence known – be counted”
Census Day Event

I. Partnership

The 2010 CENSUS, the decennial census of population and housing, will enumerate the United States according to the Constitution on Census Day, April 1, 2010. The Zeta Phi Beta Sorority Inc. and The US Census Bureau partnership was initiated to raise awareness and encourage the participation of all communities in an accurate and complete 2010 Census. The Activities are geared towards the chapters to participate and support the 2010 Census. This Detailed Guide is in accordance with the Partnership Agreement.

IIa. US Census’ Theme

It’s in our hands.

IIb. Zeta’s Slogan

Make your presence known – be counted; 2010 Census.

IIc. Proclamation

March Towards 2010 Census.

IIId. Resources

www.2010census.gov and your local Census Bureau Office.

III. Term

The March shall begin on January 9th and shall continue until May 31st of the same year.

IV. Purpose

- a. To proclaim that Zeta Phi Beta Sorority is committed to partnering with the U.S. Census Bureau to help ensure a full and accurate count in 2010.
- b. To increase awareness of the importance of being counted. “It’s in our hands”.
- c. To develop and implement a strategy for offering assistance and support to 2010 Census Partnership.
- d. To motivate the community by disseminating 2010 Census information to encourage our US residents to participate.

V. Objective

The goal is to motivate community response and implement an informative program.

VI. Estimated Time of Program

The program should range between one and two hours.

VII. Audience

Each chapter should target the underserved community residents (with a focus on our men) in their designated area.

VIII. People Needed

- a. Local chapter committee
- b. The media
- c. Census Bureau Personnel
- d. National President
- e. Public officials
- f. US Congressmen
- g. State Legislators
- h. Urban League
- i. NAACP
- j. PanHellenic Representatives
- k. Ministers
- l. Educators

IX. Overview

The 2010 Census will be a snapshot of our nation's population – capturing our changing and diverse America in a fleeting moment in time. But this historic event will do more than tell us who we are as a nation today. It will affect your community's future. Your country's future. Your future.

X. Zeta Phi Beta's Role

We play a major role by planning and implementing local, targeted efforts that will uniquely address the special characteristics of the community. This vehicle is a necessary local outreach effort to publicize the importance of the 2010 Census. The work of this committee will be innovative, exciting and rewarding. Our primary goal will be to increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program whose focus is 2010 Census awareness. It's in our hands.

XI. Procedure

- a. Contact your local Census Bureau for assistance.
- b. Contact the "people needed" list above.
- c. Contact the male family members and friends.
- d. Decide/secure on 2-3 local presenters to add to the program.
- e. Secure a location for the event. Confirm date/time with presenters and Chapter members.
- f. Prepare a poster display.

- g. Decide on a location to start the March and a location to end the March (recommend City Hall). Have an action plan for those who prefer not to walk.
- h. Setup your public announcements regarding the program. Send to local newspapers, radio stations, television stations, churches, encourage chapter members to place them in the bathrooms at work, other community groups, public businesses and administrators at colleges.
- i. Obtain handouts for the participants. Have a committee member assigned to arrive at the site early to greet early arrivals.
- j. Make sufficient copies of the evaluation form for each attendee and provide pens/pencils just in case.
- k. Assign a committee member to collect the evaluations as the participants leave the program.
- l. Assign a committee member to summarize the evaluations within one (1) week after the event.
- m. Set a goal for attendance. Be realistic! It's better to meet your goal, than to miss the mark completely.
- n. Set the program for 1 hour & 30 minutes (90 minutes). Allow time for extra questions and completing the survey. Do not allow one participate to get carried away with the questioning. Suggest to the participants that they are welcomed to stay afterwards to answer those unique and/or personal questions.
- o. Assign someone to contact the speaker(s). A couple days before the program to remind them of the program and provide directions if necessary.
- p. Submit a report to the chapter at the next meeting.
- q. Mail the summary report to the designated State Coordinator and National Chair of 2010 Census (address listed on quick guide).
- r. Pat yourself on the back for "job well done".

XII. Materials Needed.

A qualified, knowledgeable speaker(s).

Equipment needed for the speaker(s).

Brochures/handouts from the US Census Bureau.

Information about past local Census Results.

XIII. Census Points

Base Points are between 25 & 200. To obtain bonus points, the activity must be conducted during the noted timeframe in the quick guide. See the Quick Guide for points & deadlines.

XIV. Public Announcement

Announcement 1: Every ten years, the federal government conducts the Census, which is a count of the entire population of the United States. The Census is crucial to the protection of our community resources, services, and civil rights. The next Census will occur in March/April of 2010.

During the Census, you will have the opportunity to empower and strengthen yourself and your community by providing very basic information about your household on the Census form. Filling out the Census form will take less than 10 minutes. All of the information that you provide will be kept completely confidential.

Participation in the 2010 Census will ensure that your voice and the voice of your community count.

Record numbers of African Americans and people of color registered for and participated in the 2008 Presidential election.

Let's use that momentum to make sure we are counted in 2010.

Announcement 2: The 2010 Census will be a snapshot of our nation's population – capturing our changing and diverse America in a fleeting moment in time. But this historic event will do more than tell us who we are as a nation today. It will affect your community's future. Your country's future. Your future.

Announcement 3: The federal government distributes more than \$400 billion annually to state, local and tribal governments based on census data. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete. Completing your census form is easy, important and safe. Your participation is vital.

Announcement 4: We move forward when you send the Census form back. Make a difference in your community and be counted in 2010. Complete and return your 2010 Census form. By participating in the 2010 Census we will be providing a footprint to future generations that will help them understand the world that we live in today.

Announcement 5: The census is a count of everyone residing in the United States. All U.S. residents must be counted-both citizens and non-citizens. You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person. The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives. Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

Announcement 6: Census taking is in the Bible. Read II Chronicles 2:17 & Luke 2.