

Sample Notice to Send to Employees or Include in Employee Newsletter

<<Organization>> Encourages Participation in the 2010 Census

The 2010 Census forms are arriving in mailboxes and <<Organization>> encourages you to help achieve a complete and accurate count of our population. Every person living in the United States must be counted in the 2010 Census – including individuals of all ages, races, ethnic groups, citizens and noncitizens. Our goal is to help our employees understand the importance of the census, and encourage everyone to complete and return their 2010 Census forms.

Census information is vital to our company and our communities. The information collected in the census directly affects how more than \$400 billion in federal funding is distributed annually to state, local and tribal governments – including your community. In fact, census information helps guide local planning decisions, such as where to provide additional social services, build new roads, hospitals and schools, and where to locate job training centers. For businesses, census data is critical to help companies make strategic and fiscally sound decisions that can spur and sustain economic development and growth. Specifically, census data can help businesses to:

- Make informed business decisions, from marketing and capital spending to merchandising and work-force decisions.
- Understand customers' demographics and needs in order to best tailor products and services.
- Select business, store or facility locations.
- Make long-term and forward-looking business decisions.

How you can help:

We encourage you to let your family, friends, neighbors, business associates, industry contacts and others know that:

- **The census is easy.** One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- **The census is important.** Census data guide decisions that can help improve services to our community, including schools, hospitals, housing, roads and more.
- **The census is safe.** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

Everyone needs to be counted. For additional details visit 2010census.gov to learn more.