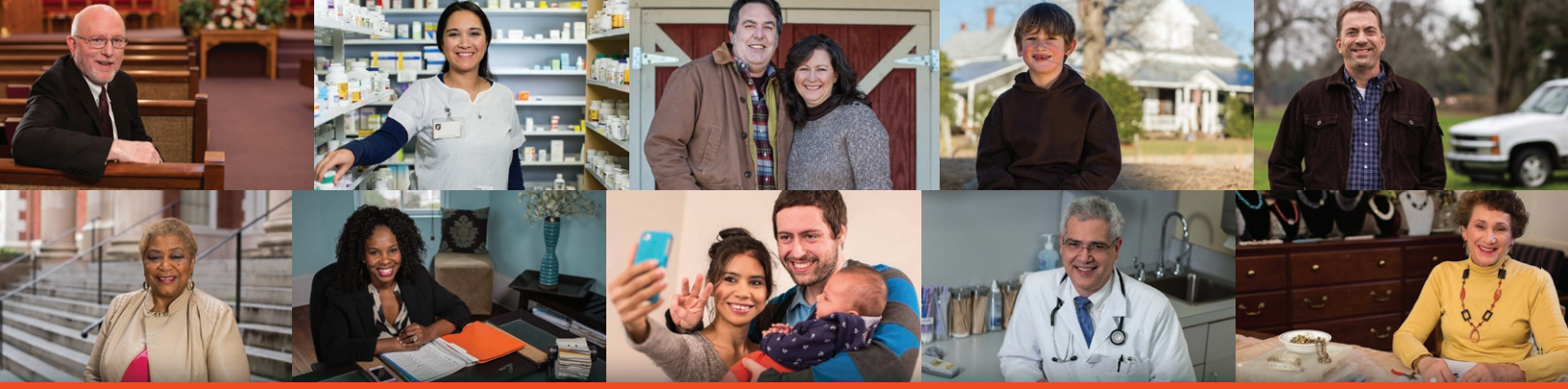


Together WE COUNT

Partnership Toolkit

United States Census Bureau

census.gov/2015

United States Census Bureau

2015 Census Test

Welcome to **WE COUNT** — the initiative supporting the Census Bureau's 2015 Census Test.

Thank you for agreeing to be an official partner for the 2015 Census Test, taking place March 23 to May 31. We are relying on you, our partners — local governments, community-based organizations, faith-based organizations, schools, media, businesses, and others — to help this census test effort succeed. As residents of one of only two places selected for the 2015 Census Test — and the only area in which the Census Bureau is testing the use of computers and mobile devices for completing the questionnaire — you and your neighbors have a special opportunity.

The census test will pave the way for a more accurate count of all populations in the 2020 Census, at a lower cost. What we accomplish together will matter not only for your community but also nationwide: Census data are used for funding and policy decisions on housing, education, transportation, medical care, and economic development, and play a role in how voting districts are drawn and in representation in Congress.

This partner toolkit includes the following materials, available in English and Spanish:

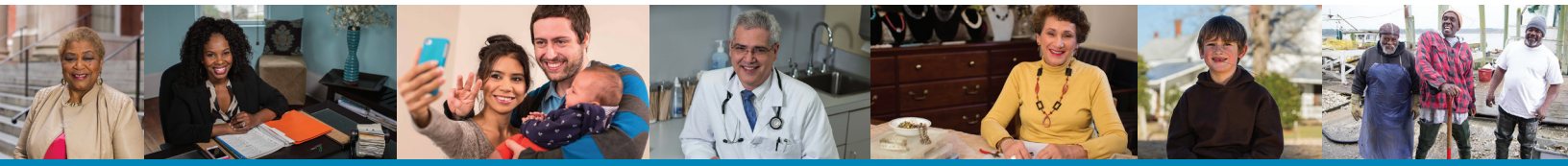
- **Using this toolkit:** An explanation of how to use each tool
- **Getting started:** Tips for the first steps you can take
- **Fast facts:** Brief points about the census test, its importance, and your role
- **Your community:** Information geared toward the concerns of various communities
- **FAQs:** Answers to questions about the census and this census test
- **2015 Census Test questions:** An explanation of the items on the census test
- **Email samples:** Notes you can tailor to members of your community
- **Article sample:** A story you can post on your website or in your newsletter
- **Public computers:** Places people can go to fill out the census form online
- **Event hosting tips:** Ways to organize a successful community-based gathering

We also encourage you to develop and share your own ideas on the 2015 Census Test social hub at **census.gov/2015socialhub**. If you need assistance, please contact Thurmond Neill Tillman, U.S. Census Bureau partnership specialist, or Vicki Walder, partnership specialist clerk. Mr. Tillman can be reached at 912-704-2188 or thurmond.n.tillman@census.gov, and Ms. Walder at 1-800-424-6974 or vicki.a.walder@census.gov.

Again, thank you for agreeing to be a partner. Together, we can educate, inform, and inspire the community to complete the 2015 Census Test — to make sure we all count.

Best regards,

George Grandy Jr.
Atlanta Regional Director, U.S. Census Bureau



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2015 Census Test

Using This Toolkit

Thank you for being a 2015 Census Test partner. What we learn through your efforts to make sure every member in your community is counted will help the nation carry out a comprehensive decennial census in 2020.

Enclosed in this, your 2015 Census Test Partner toolkit, are materials designed to help you better understand the test, make the most of your role in increasing your community's participation, and respond to neighbors' questions and concerns.

Here's how you can make the most of each tool.

- **Getting started:** Read this first. These tips will help you hit the ground running. They also will help you remember the key points as you use the rest of the material in this toolkit to communicate with members of your community.
- **Dates to remember:** Carry this wallet-size card with you and distribute it as a handy reference and reminder for important test-related dates.
- **Fast facts for partners:** Written for your benefit, this fact sheet provides the basic information partners need to know about the 2015 Census Test, its importance, and your role. It also can help you answer questions from members of your community.
- **Your community:** These fact sheets explain why participation is especially important for certain population segments including blacks, Hispanics, and rural residents. They are written both for your use and to share with members of your community.
- **FAQs:** This list of responses to some of the questions you will most likely receive is both for your use — to help answer questions you may receive — and to distribute to members of your community.
- **2015 Census Test questions:** Census takers often wonder why certain questions are asked. This fact sheet provides an explanation for all 10 questions on the survey. Use this for your own information and to distribute to members of your community.
- **Email samples:** A well-worded email can be an effective way to communicate at once with many members of your community. You can send these samples as they are — after adding your name and contact information where noted — or add a personal touch to better match the interests and concerns of your community.
- **Article sample:** Websites and newsletters also can be an effective way to communicate with many members of your community. This article can be used as is, or you can add information provided in the fact sheets in this toolkit that you think would be of particular interest to your community.
- **Public computers:** This 2015 Census Test is being offered online, but some people do not own a computer, laptop, smartphone, or tablet. This list identifies the places that people can go to fill out the census form using a publicly accessible computer.
- **Event hosting tips:** Hosting events — in person or online — can help you inform and motivate community members. Use these tips to help plan your event and make it as effective as possible.

Spread the word

United States Census Bureau

2015 Census Test

Getting Started

Proud to Be a Partner

A great first step for spreading the word about the census is to tell others about your role as a 2015 Census Test partner.

- **Talk.** Tell your colleagues, friends, relatives, supervisor, neighbors, congregants, and other contacts about the 2015 Census Test, and send them an email about your role.
- **Post.** Use social media. If you use online social networks such as Facebook, Twitter, or LinkedIn, announce your role as a U.S. Census Bureau partner in your status messages and include a link to the census test online. Visit the social hub at **census.gov/2015socialhub** to find information that can be easily shared and downloaded.
- **Display.** Place census posters and fliers where people will see them. Hang posters in high-traffic areas such as meeting rooms. Put the census test screen saver and background on public computers.
- **Distribute.** Use the fact sheets in this toolkit to raise awareness about the census test and spark conversation. Keep some in your office and carry them with you to give out.

Four Easy Tips to Being a Great Partner

- **Know the program.** Familiarize yourself with the fact sheets in this toolkit.
- **Repeat the message.** You may be many people's only source of information about the census, and some will need to hear from you multiple times before they complete the census test questionnaire. Follow-up: Ask your community members if they have completed their census test form yet. Remind them how easy it is to complete the questions, and suggest they use their smartphone to do so right now.
- **Tailor the approach.** Certain messages work better for some audiences than others. Take a look at this toolkit for resources that can help you create audience-specific reasons to participate.
- **Questions? Ask!** Census Bureau personnel are eager to help. You can contact the following:

  Thurmond Neill Tillman, partnership specialist, at 912-704-2188 or thurmond.n.tillman@census.gov

  Vicki Walder, partnership specialist clerk, at 1-800-424-6974 or vicki.a.walder@census.gov

  Census Bureau regional office, at 1-800-424-6974

census.gov/2015socialhub

United States Census Bureau

2015 Census Test

Fast Facts for Partners

What Is the 2015 Census Test?

The U.S. Census Bureau is testing new ways to collect data in preparation for the nationwide census in 2020. These new cost-effective methods could save taxpayers up to $5 billion in future collection efforts while maintaining the quality of the census and accuracy of the count. The 2015 Census Test taking place in your area will let people complete the survey online at any time, using desktop computers, laptops, cellphones, or tablets, which eliminates the need to fill out papers and mail the form. We're also testing different ways to publicize the census and motivate people to complete it.

The 2015 Census Test takes place March 23 through May 31. Beginning Feb. 23, people can register at **census.gov/2015** to be notified by email or text message when it is time to respond to the survey.

Why Was Your Area Selected?

The Census Bureau selected only two sites for its census tests in 2015. One of them encompasses Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry. Factors that make the area well-suited for this census test include the size and diversity of the population and the mix of high- and low-Internet use areas.

Included are the Georgia and South Carolina counties of Appling, Bacon, Beaufort, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Hampton, Jasper, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Screven, Tattnall, Toombs, and Wayne. These 20 counties have a real and special opportunity to affect the nationwide census in 2020.

Why Is the 2015 Census Test Important?

The 2015 Census Test gives us a chance to try out, on a smaller scale, a number of distribution and collection methods we can use on a national scale in five years. That means information from this census test will help the Census Bureau carry out the census in 2020 more effectively and accurately, saving taxpayer dollars while ensuring everyone gets counted.

Why Is the 2020 Census Important for Your Community?

An accurate census count means that your community — and others in the nation — can receive the funding, services, and business support they deserve and need. Locally, businesses often use census data to help decide where to put a store, office, or plant. Communities can use information from the count to persuade companies to move to their region. Officials rely on the data to determine bus routes, school district boundaries, and community services.

At the state and federal levels, governments use the data to decide how much money communities receive for things like building and maintaining schools.

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Lawmakers and policymakers can know that they have the right information for decisions that affect access to health care, education, employment and job training services, veterans' services, economic development, and more.

What Is Your Role as a Partner?

One person from every household in the census test area should complete the questionnaire; for that to happen, we need you to help spread the word about the census test and its importance.

To help, we've provided this toolkit with fact sheets, suggested emails, pieces for your website or newsletter, and more. You also can go to the 2015 Census Test social hub at **census.gov/2015socialhub** for photos, videos, and infographics to share on social media, as well as for census-related material you can download.

Of course, you know the best way to reach your community. So you tell us: Please share your ideas with Thurmond Neill Tillman, your U.S. Census Bureau partnership specialist, and let him know what has worked best for you. He can be reached at 912-704-2188 or thurmond.n.tillman@census.gov. You also can contact Vicki Walder, partnership specialist clerk, at 1-800-424-6974 or vicki.a.walder@census.gov.

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United States Census Bureau

2015 Census Test

Your Community and the Census

Every 10 years, as mandated by the Constitution, the U.S. counts all of its residents. In spite of its best efforts, the U.S. Census Bureau has had a difficult time obtaining a complete count of some populations.

For example, post-census estimates show the 2010 Census missed 2.1 percent of the black population — or nearly 850,000 people — and 1.5 percent of the Hispanic population, or 777,000 residents. American Indians and Alaska Natives living on reservations were undercounted by an estimated 4.9 percent; Native Hawaiian and other Pacific Islander populations were undercounted by 1.3 percent; and renters by 1.1 percent. (Census conducts sample surveys after each decennial census to calculate error estimates.)

From March 23 to May 31, residents of Savannah and 17 counties in Georgia — including the Coastal Empire — and three counties in South Carolina's Lowcountry are participating in the U.S. Census Bureau's 2015 Census Test. This census test will try out new methods for completing and publicizing the questionnaire. The goal: to learn how to increase the number of people who complete the census in 2020 in a way that saves money and maintains the Census Bureau's commitment to accuracy.

Here's why an accurate count matters:

- **It helps your community receive funding for the services it deserves and needs.** For many federal programs, the funds are allocated in part based on population counts and characteristics. If some residents are not counted, your community could lose millions in federal funding over a 10-year period for vital programs and services such as Medicaid, maternal and child health programs, public housing assistance, nutritional programs, community development, Head Start, and other educational needs.
- **It helps determine where you vote and what school your child attends.** Correct counts are important for decisions made on the boundaries for voting districts and school systems. The data have been used for legal challenges, such as complaints that voting districts were drawn to lessen the political rights of minorities.
- **It can help provide more local jobs and places to shop.** Businesses use census data to help them decide where to open stores, offices, shopping centers, and manufacturing plants. Governments use the data to help guide their economic development decisions.
- **It helps protect everyone's civil rights.** Correct population counts of minorities are important for the enforcement of civil rights and anti-discrimination laws regarding voting, housing, employment, and education.
- **It helps identify your community's concerns and needs.** Researchers use the data for studies of differences in medical care, disparities in the criminal justice system, and more.

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United States Census Bureau

2015 Census Test

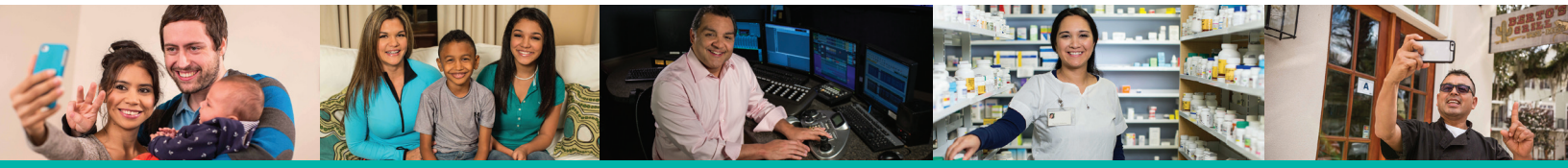
Your Community: Hispanics and the Census

Every 10 years, as mandated by the Constitution, the U.S. attempts to count all of its residents. In spite of its best efforts, however, the U.S. Census Bureau undercounted the Hispanic population in 2010 by an estimated 1.5 percent, or 777,000 people. (Sample surveys are conducted after each decennial census to calculate error estimates.)

From March 23 to May 31, residents of Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry are participating in the U.S. Census Bureau's 2015 Census Test. This census test will try out new methods for completing and publicizing the questionnaire. The goal: to learn how to increase the number of people who complete the census in 2020 in a way that saves money and maintains the Census Bureau's commitment to accuracy.

Here's why an accurate count matters:

- **Access to bilingual services may depend on it.** Hispanic population counts can be critical for determining whether government-related bilingual services should or must be offered. Businesses that provide goods or services to the Hispanic community may use the statistics to employ bilingual workers, advertise in Spanish-language media, translate advertisements, or provide translated information in areas where there are greater proportions of Hispanic, Latino, and Spanish residents.
- **Your civil rights will be better protected.** Correct population counts of minorities are important for the enforcement of civil rights and anti-discrimination laws regarding voting, housing, employment, and education.
- **It helps people in your community receive funding for services they deserve and need.** For many federal programs, the funds are allocated in part based on population counts and characteristics. If some residents are not counted, your community could lose millions in federal funding over a 10-year period for programs and services such as Medicaid, maternal and child health programs, public housing assistance, nutritional programs, community development, Head Start, and other educational needs.
- **It helps determine where you vote and what schools your child attends.** Correct counts are important for decisions made on the boundaries for voting districts and school systems. The data have been used for legal challenges, such as complaints that voting districts were drawn to lessen the political rights of minorities.
- **It can help provide more local jobs and places to shop.** Businesses use census data to help them decide where to open stores, offices, shopping centers, and manufacturing plants. Governments use the data to help guide their economic development decisions.
- **It helps identify a community's concerns and needs.** Researchers use the data for studies of differences in medical care, disparities in the criminal justice system, and more.



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United States Census Bureau

2015 Census Test

Your Community: Blacks and the Census

Every 10 years, as mandated by the Constitution, the U.S. counts all of its residents. In spite of its best efforts, the U.S. Census Bureau has had a difficult time obtaining a complete count of the nation's black population; for example, the Census Bureau estimates the 2010 Census missed 2.1 percent of the black population, or nearly 850,000. (The Census Bureau conducts sample surveys after each decennial census to calculate error estimates.)

From March 23 to May 31, residents of Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry are participating in the U.S. Census Bureau's 2015 Census Test. This census test will try out new methods for completing and publicizing the questionnaire. The goal: to learn how to increase the number of people who complete the census in 2020 in a way that saves money and maintains the Census Bureau's commitment to accuracy.

Here's why an accurate count matters:

- **It helps people in your community receive funding for the services they deserve and need.** For many federal programs, funds are allocated based in part on population counts and characteristics. If some residents are not counted, your community could lose millions in federal funding over a 10-year period for programs and services such as Medicaid, maternal and child health programs, public housing assistance, nutritional programs, community development, Head Start, and other educational needs.
- **Your civil rights will be better protected.** Correct population counts of minorities support the enforcement of civil rights and anti-discrimination laws regarding voting, housing, employment, and education.
- **It helps determine where you vote and what schools your child attends.** Correct counts are important for decisions based on the boundaries for voting districts and school systems. The data have been used for legal challenges, such as complaints that voting districts were drawn to lessen the political rights of minorities.
- **It can help provide more local jobs and places to shop.** Businesses use census data to help them decide where to open stores, offices, shopping centers, and manufacturing plants. Governments use the data to help guide their economic development decisions.
- **It helps identify a community's concerns and needs.** Researchers use the data for studies of differences in medical care, disparities in the criminal justice system, and more.

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United States Census Bureau

2015 Census Test

Your Community: Rural Residents and the Census

Every 10 years, as mandated by the Constitution, the U.S. attempts to count all of its residents. A full and accurate count is important for rural residents, who sometimes are difficult to track when their mailing addresses do not include street names and numbers.

From March 23 to May 31, residents of Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry are participating in the U.S. Census Bureau's 2015 Census Test. This census test will try out new methods for completing and publicizing the questionnaire. The goal: to learn how to increase the number of people who complete the census in 2020 in a way that saves money and maintains the Census Bureau's commitment to accuracy.

Here's why an accurate count matters:

- **It helps people in your community receive funding for services they deserve and need.** The 2020 Census will affect how over $400 billion from more than 100 government programs is distributed to states and localities each year, including billions for rural communities. The rural-specific funding includes money for business and economic development loans, rental assistance, health care accessibility, education, transportation, drinking water treatment, and food assistance. Money for health programs such as Medicaid and educational services such as Head Start are also affected.
- **It may improve your daily driving experience.** Census information is used to plan the building of tunnels, bridges, and roads.
- **It can help provide local jobs and places to shop.** Businesses use census data to help them decide where to open stores, offices, shopping centers, and manufacturing plants. Governments use the data to help guide their economic development decisions.
- **It can help determine where you vote and what schools your child attends.** Correct counts are important for decisions on the boundaries for school systems and voting districts. And a state's total count determines its level of representation in Congress.

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United States Census Bureau

2015 Census Test

Frequently Asked Questions About the 2015 Census Test

As residents of the area chosen to take part in the 2015 Census Test, you may have a lot of questions, including how and why the census test is being done, why this area was selected, and how the data will be used. Some background and information are provided below. If you have more questions, please ask the 2015 Census Test partnership specialist, Thurmond Neill Tillman, at 912-704-2188 or thurmond.n.tillman@census.gov.

What is the 2015 Census Test?

The Census Bureau this year is testing, in your area, new procedures and methods designed to significantly improve 2020 Census operations nationwide. For example, the 2015 Census Test will allow residents to complete their census forms online, using a computer, smartphone, or tablet. We also are testing ways to inform people about the census and motivate them to complete the questionnaire.

What are the 2015 Census Test goals?

The goal is to use results from the census test to develop operations for the 2020 Census that save money while maintaining the Census Bureau's commitment to high quality and accuracy. In this census test we are trying to increase self-response, which means residents complete their census questionnaire without the need for an expensive follow-up in-person visit from a census worker.

Where is the test for our area being conducted?

We are conducting the 2015 Census Test in and around Savannah, Ga. This includes Savannah, 17 counties in Georgia, and three counties in South Carolina. In Georgia, those counties are Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Screven, Tattnall, Toombs, and Wayne. In South Carolina, they are Beaufort, Hampton, and Jasper.

Why was this location chosen for the census test?

There are several reasons. The local population of under a million people is large enough to test different census methods, yet small enough to test different advertising and promotion methods without being too costly. The area is diverse, with populations that are traditionally hard to count in a census, so we can better test the effect of different methods on different groups of people. The site has areas of both high and low Internet use, which allows us to better measure the impact of different ways to encourage people to complete the questionnaire via the Internet. The area also includes a sufficient number of addresses that don't get mail delivered using a street name and number; these "non-city-style" addresses are typically the hardest to match and identify in our address list.

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census.gov/2015

United States Census Bureau

2015 Census Test

When can I sign up to be notified about the 2015 Census Test?

Beginning Feb. 23, using our Notify Me service, households can sign up to be notified by their email or text message when it is time to respond to the survey. To register for Notify Me, please visit **census.gov/2015**.

When will the Internet data collection begin for the 2015 Census Test in Savannah and the 20 counties in Georgia and South Carolina?

You need to complete your 2015 Census Test survey between March 23 and May 31.

How can I respond to this census test?

The quickest and easiest way to respond is to go online using a computer, smartphone, or other mobile device and type in the survey link or URL you received by mail (or that was in the email or text message if you participated in the Notify Me service for notifications). A promotional and advertising campaign also will educate residents about the census test and encourage Internet participation by providing a link to the test website.

What questions will I be asked on the census test?

For each household member, we ask how many people live in the house, and for each person the name, sex, age, relationship to the respondent, Hispanic origin, and race. We also ask whether the housing unit is owned or rented, and the telephone number.

Do I have to respond to the 2015 Census Test?

Yes, participation in the census test is mandated by law. This same law also requires the Census Bureau to keep your answers confidential and allows them to be used only to produce statistical summary data. In other words, the Census Bureau does not publish data that would identify individuals.

Will the 2015 Census Test have a bilingual questionnaire?

If you are responding to the 2015 Census Test over the Internet, you will be able to do so in English or Spanish. Assistance regarding the census test will be available in English, Spanish, Vietnamese, Chinese, Korean, German, Tagalog, French, and Arabic.

Will the Census Bureau release the counts from the 2015 Census Test?

No, the focus of this 2015 Census Test is studying new ideas for conducting the census in 2020, not publishing updated official counts for the test areas.

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United States Census Bureau

2015 Census Test

Census Test Questions Explained: What They Are and Why They Are Asked

The U.S. Census Bureau is testing modern and cost-efficient methods — as well as new advertising and outreach strategies — to determine the most accurate ways to count everyone living in the United States. This 2015 Census Test will take place March 23 to May 31, when everyone in Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry will be asked to answer the questionnaire.

The questions will be the same as the ones used for the official decennial census, which occurs next in 2020. The point of the 2015 Census Test, however, is to learn how to improve the ways in which the census is delivered and publicized. The results of this exercise will have national impact in 2020.

Here are the questions you will be asked, and why the Census Bureau asks them:

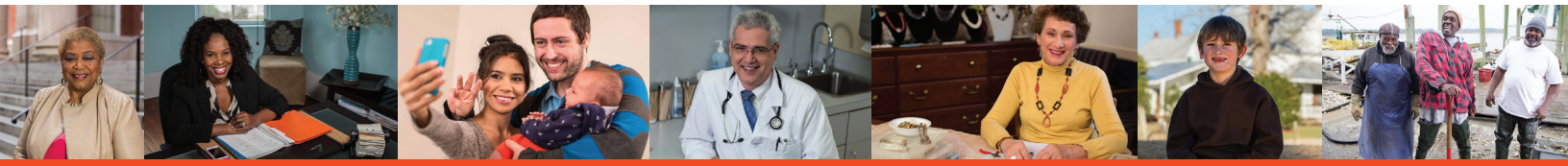
1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2015?
Every respondent is asked about the same date — in this case, Census Day is April 1, 2015 — so the results are consistent.

Establishing an accurate count is critical for determining how many representatives a state should have in Congress. And population counts are factored into the distribution of hundreds of billions of dollars from more than 100 federal programs.

2. Were there any additional people staying here April 1, 2015, that you did not include in Question 1?
The Census Bureau uses this question to make sure no one has been inadvertently excluded from the answer given to the first question, such as a relative, foster child, or live-in babysitter.

3. Is this house, apartment, or mobile home: owned with mortgage, owned without mortgage, rented, occupied without rent?
The answer to this question helps local, state, and federal governments make decisions about housing programs and planning. In addition, homeownership rates are an indicator of the state of the nation's economy.

4. What is your telephone number?
The Census Bureau asks for a phone number only in case it's necessary to contact you for follow-up — for instance, if your form is missing any information.



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5. Please provide information for each person living here. Start with a person here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1. What is Person 1's name?
Using the name of each person is a good way to keep track of who you have listed, so that you remember to include everyone in the household. It is also helpful as an identifier when the Census Bureau needs to ask about information missing from the form for one or more of the people listed. You should be assured, however, that it is against the law for the Census Bureau to disclose or publish any private information that identifies an individual, and that includes your name.

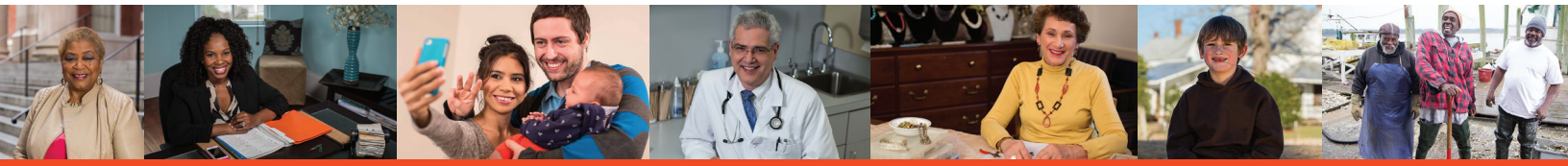
6. What is Person 1's sex?
Many federal programs must differentiate between males and females for funding, implementing, and evaluating their programs. Laws promoting equal employment opportunity for women are one example. This information also can be important for analyzing social and economic trends.

7. What is Person 1's age and date of birth?
Many funding and planning decisions are based on age-related statistics and trends. For example, the federal government uses them to decide how to allocate education funds, and to project the health care needs of the elderly and veterans. State and local governments use them to determine age-related needs, such as whether there will be a spike in school-age children.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
This helps federal agencies monitor compliance with anti-discrimination provisions under the Voting Rights Act, Civil Rights Act, and other laws. State and local governments may use the data to help plan and administer bilingual programs.

9. What is Person 1's race?
This also is needed to monitor compliance with the Voting Rights and Civil Rights acts, as well as to help decide boundaries of voting districts. Race data are also used to assess the fairness of employment practices and monitor racial disparities in health and education.

10. Does Person 1 sometimes live or stay somewhere else?
This is another question the Census Bureau asks to ensure accuracy and completeness. This information also can help the bureau contact people whose forms have incomplete or missing data.



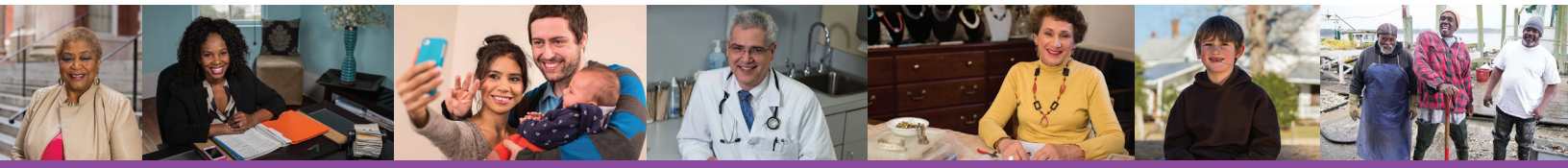
WE COUNT

Sample Email Messages

Here are sample emails you can send to your community members. Feel free to use these as is, or tailor them to those you're sending them to based on the fact sheets and other information we have provided. Here are a few tips for writing your own emails:

- **Write an attention-grabbing subject line, but keep it short. Email systems often cut off subject lines longer than 50 characters.**
- **Lead with the most important information.**
- **Feature calls to action — the action you'd like the reader to take.**
- **Keep it short. People typically spend only seconds scanning an email.**
- **Use bold font, subheads, bullets, or other methods to clarify the message, promote the call to action, and enable the reader to quickly skim.**

On the following pages, please find a sample introductory email to send out the week of Feb. 23, and two sample informational emails to send when the census test-taking period starts — the first on March 23, the second the week of March 30. You can use these as they are, or as the starting point for your personally written emails.



United States Census Bureau

2015 Census Test

The following is content for a sample introductory email (to be sent week of Feb. 23):

Subject line: Let the nation know: We Count!

Starting in March, you'll have a **special opportunity** to help your community and country, just by answering a series of questions.

The official decennial census won't take place until 2020. But in Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry, the U.S. Census Bureau is launching the 2015 Census Test. This will test modern and cost-effective methods of counting people and publicizing the census. You and our neighbors, for example, will be able to complete a census using your desktop computer, laptop, tablet, or smartphone.

The 2015 Census Test will begin March 23, but you can **sign up today** for the Census Bureau's Notify Me service to receive an email or text reminder.

By participating in this census test, you will help the Census Bureau achieve its goal to **save up to $5 billion** in future collection efforts while still ensuring everyone is counted in 2020. Census counts have a huge impact on our nation's spending. The 2020 Census will affect how more than **$400 billion from more than 100 government programs** is distributed to states and localities, including communities like ours. The data influence choices made about which roads are fixed, where schools are built and businesses open, what medical services are offered, and more.

Please plan to participate in this important test, and to make sure you're ready, sign up for the Census Bureau's Notify Me service at **census.gov/2015** today.

Sincerely,

[Your name and contact information here]

United States Census Bureau

2015 Census Test

The following is content for sample informational email (to be sent the week of March 23):

Subject lines (tailor to the interests of those receiving the email):

Help your community: We Count for education
Help your community: We Count for medical services
Help your community: We Count for housing
Make sure that We Count for business
Make sure that We Count for transportation
Be heard! We Count for our community
Be heard! We Count for the nation

We Count for ourselves. We Count for the nation. We Count for **education, health care, housing, transportation, and business.**

And in our community for the next several weeks, our count matters for all of the above.

Although the next decennial census is in 2020, our community has a **special opportunity** now to make that census more accurate and complete: Savannah and 17 counties in Georgia — including the Coastal Empire — and three in South Carolina's Lowcountry constitute one of only two areas chosen for the **2015 Census Test.** Ours is the only place where online methods of filling out the form are being tested. In our census test, we will be able to complete the questions on a desktop computer, laptop, tablet, or smartphone.

By participating, we can help the Census Bureau achieve its goal to **save up to $5 billion** in future collection efforts on the 2020 Census, and also help ensure everyone is counted. There are so many reasons we as a nation need to be counted, completely and accurately. The count happens every 10 years with the decennial census, which influences how over **$400 billion from more than 100 federal programs** is distributed to states and localities each year. Here's some of what the census numbers affect:

- Medicaid
- School lunch programs
- Community development grants
- Road and school construction
- Medical services
- Business locations

Please take the time to complete the census test now at **census.gov/2015**. Ask neighbors if they've filled out the 2015 Census Test, and please let them know that We Count! Feel free to contact me directly with questions, at [your contact info here]. Let's not waste this unique opportunity.

Sincerely,

[Your name and contact information here]

United States Census Bureau

2015 Census Test

The following is content for sample informational email #2 (to be sent the week of March 30):

Subject line: We Count: Why every person matters

It has been a week since I reminded you that the 2015 Census Test has begun. If you have not taken it yet, I just want to emphasize the reason it is so important for every one of us to participate.

From March 23 to May 31, residents of Savannah, 17 counties in Georgia, and three in South Carolina have a **special opportunity** to make the 2020 Census more cost-efficient, accurate, and complete by filling out the **2015 Census Test.** To be clear: We and our neighbors have been chosen to help strengthen how the national census is carried out, to **save as much as $5 billion** in future collection efforts for taxpayers and make sure all segments of the population are counted completely and accurately five years from now.

Why does that matter? The decennial census influences how over **$400 billion from more than 100 federal programs** is distributed to states and localities each year. Consider Medicaid, for example: A Brookings Institution study in 2010 determined **each additional person included in the 2000 Census count resulted in an additional Medicaid reimbursement to most states of several hundred to several thousand dollars, per person.** That adds up.

So yes, it's important that We Count! And you can **complete the census test now** at **census.gov/2015**. By completing your 2015 Census Test, you're helping us as a nation get the numbers right in 2020.

Sincerely,

[Your name and contact information here]

P.S. Please feel free to contact me directly with questions, at [your contact info here]. Let's make sure this unique opportunity does not go to waste.

United States Census Bureau

2015 Census Test

Article for Newsletter or Website

Here is an article about the 2015 Census Test you can include in a newsletter or on your website.

Suggested headline: Census test comes to town to make sure all Americans count

Residents of Savannah, 17 counties in Georgia, and three in South Carolina will have a special opportunity from March 23 to May 31 to help themselves, their community, and their nation. That's because this area is one of only two places chosen by the U.S. Census Bureau for the 2015 Census Test.

The Census Bureau is conducting the census test here to help make the nationwide count in five years more complete, accurate, and cost-efficient, which could include 2020 savings as high as $5 billion in future collection efforts.

As one of two census test areas, this is only one in which online methods to fill out the form are being tested. That means residents will be able to complete the questionnaire on a desktop computer, laptop, tablet, or smartphone. That method is just one of several new processes the Census Bureau is testing; it also will try out new ways to publicize the census and motivate people to complete the form.

The decennial census data influence decisions on road and school construction, medical services, economic development, business locations, and more. A state's total population count determines how many representatives it will have in Congress, and the makeup of the population within a state helps determine voting district boundaries.

Twenty counties in South Carolina and Georgia are part of the 2015 Census Test, and all residents need to be counted. As soon as Feb. 23, residents can sign up for the Census Bureau's Notify Me service to receive an email or text reminder of when the regional survey begins.

For more information, visit **census.gov/2015**.

United States Census Bureau

2015 Census Test

Public Computers:
Where you can complete your census test

Through the 2015 Census Test, in the Savannah region, the U.S. Census Bureau is testing new ways to collect data in preparation for the nationwide census in 2020. The census test will let people complete the 10-question survey online, using desktop computers, laptops, cellphones, or tablets, which eliminates the need to fill out papers and mail the form.

Don't have a computer or an Internet connection at home? No problem. On the following pages is a list of places with public computers, listed by county.

census.gov/2015

United States Census Bureau

2015 Census Test

Appling

Appling County Public Library
242 Parker Ave.
Baxley, GA 31513
912.367.8103
Mon: 10 a.m. – 8 p.m.; Tue – Thu: 10 a.m. – 6 p.m.; Fri: 10 a.m. – 4 p.m.; Sat: 9 a.m. – 1 p.m.; Sun: Closed

Bacon

Alma-Bacon County Public Library
201 N. Pierce St.
Alma, GA 31510
912.632.4710
Mon – Fri: Noon – 6 p.m.; Sat, Sun: Closed

Beaufort

Beaufort County Library
311 Scott St.
Beaufort, SC 29902
843.255.6456
Mon – Thu: 10 a.m. – 8 p.m.; Fri: 1 – 5 p.m.; Sat: 10 a.m. – 4 p.m.; Sun: Closed

Bluffton Public Library
120 Palmetto Way
Bluffton, SC 29910
843.255.6490
Mon – Thu: 10 a.m. – 8 p.m.; Fri: 1 – 5 p.m.; Sat: 10 a.m. – 4 p.m.; Sun: Closed

Heritage Library
852 William Hilton Parkway
Hilton Head Island, SC 29928
843.686.6560
Mon, Tue: 10 a.m. – 3 p.m.; Wed: Closed; Thu, Fri: 10 a.m. – 3 p.m.; Sat, Sun: Closed

Hilton Head Island Library
11 Beach City Road
Hilton Head Island, SC 29926
843.255.6500
Mon – Thu: 10 a.m. – 8 p.m.; Fri: 1–5 p.m.; Sat: 10 a.m. – 4 p.m.; Sun: Closed

Bryan

Richmond Hill Public Library
9607 Ford Ave.
Richmond Hill, GA 31324
912.756.3580
Mon – Thu: 10 a.m. – 7 p.m.; Fri, Sat: 10 a.m. – 5 p.m.; Sun: Closed

Rincon Goodwill Job Connection Center
410 S. Columbia Ave., Suite B
Rincon, GA 31326
912.513.0001, ext. 2
Mon – Fri: 10 a.m. – 5 p.m.; Sat, Sun: Closed

Bulloch

Statesboro Goodwill Job Connection Center
24015 Highway 80 East
Statesboro, GA 30461
912.489.0935
Mon – Fri: 9 a.m. – 6 p.m.; Sat, Sun: Closed

Candler

Candler County Public Library
50 S. Kennedy St.
Metter, GA 30439
912.685.2455
Mon – Fri: 9 a.m. – 5 p.m.; Sat, Sun: Closed

L.C. Anderson Memorial Library
50 S. Kennedy St.
Metter, GA 30439
912.685.2455
Mon – Fri: 9 a.m. – 5 p.m.; Sat, Sun: Closed

Chatham

Bull Street Library
2002 Bull St.
Savannah, GA 31401
912.652.3600
Mon, Tue: 9 a.m. – 8 p.m.; Wed – Fri: 9 a.m. – 6 p.m.; Sat: Closed; Sun: 2 – 6 p.m.

Carnegie Library
537 E. Henry St.
Savannah, GA 31401
912.231.9921
Mon: 10 a.m. – 8 p.m.; Tue – Thu: 10 a.m. – 6 p.m.; Fri: 2–6 p.m.; Sat: 10 a.m. – 6 p.m.; Sun: Closed

Forest City Branch Library
1501 Stiles Ave.
Savannah, GA 31415
912.238.0614
Mon, Tue: 10 a.m. – 6 p.m.; Wed: 2 – 6 p.m.; Thu: 2 – 8 p.m.; Fri: Closed; Sat: 2 – 6 p.m.; Sun: Closed

Garden City Library
104 Sunshine Ave.
Garden City, GA 31405
912.629.5070
Mon, Tue: 10 a.m. – 8 p.m.; Wed – Sat: 10 a.m. – 6 p.m.; Sun: Closed

census.gov/2015

United States Census Bureau

2015 Census Test

Islands Library
50 Johnny Mercer Blvd.
Savannah, GA 31410
912.897.6233
Mon, Tue: 10 a.m. – 8 p.m.; Wed – Sat: 10 a.m. – 6 p.m.; Sun: Closed

Live Oak Public Library
537 E. Henry St.
Savannah, GA 31401
912.231.9921
Mon: 10 a.m. – 8 p.m.; Tue – Thu: 10 a.m. – 6 p.m.; Fri: 2–6 p.m.; Sat: 10 a.m. – 6 p.m.; Sun: Closed

Oglethorpe Mall Library
7 Mall Annex
Savannah, GA 31406
912.925.5432
Mon: 9 a.m. – 8 p.m.; Tue: 9 a.m. – 6 p.m.; Wed: 9 a.m. – 8 p.m.; Thu: 9 a.m. – 6 p.m.; Fri: Closed; Sat: 9 a.m. – 6 p.m.; Sun: Closed

Ola Wyeth Library
4 E. Bay St.
Savannah, GA 31401
912.232.5488
Mon – Fri: Noon – 3 p.m.; Sat, Sun: Closed

Pooler Library
216 S. Rogers St.
Pooler, GA 31322
912.748.0471
Mon, Tue: 10 a.m. – 8 p.m.; Wed, Thu: 10 a.m. – 6 p.m.; Fri, Sat: 2 – 6 p.m.; Sun: Closed

Port City Library
3501 Houlihan Ave.
Savannah, GA 31408
912.964.8013
Mon: Noon – 6 p.m.; Tue: 10 a.m. – 6 p.m.; Wed, Thu: Noon – 6 p.m.; Fri, Sat: 2 – 6 p.m.; Sun: Closed

Port Wentworth Library
102 Aberfeldy St.
Port Wentworth, GA 31407
912.964.0371
Mon: Closed; Tue: 10 a.m. – 1 p.m.; Wed – Fri: 3 – 6 p.m.; Sat, Sun: Closed

Pooler Goodwill Job Connection Center
115 W. Grand Central Blvd.
Pooler, GA 31322
912.335.2600
Mon – Sat: 10 a.m. – 8 p.m.; Sun: 10 a.m. – 7 p.m.

Sallie Mood Goodwill Job Connection Center
7220 Sallie Mood Drive
Savannah, GA 31406
912.354.6611
Mon – Thu: 9 a.m. – 6 p.m.; Fri – Sun: Closed

Southwest Chatham Library
14097 Abercorn St.
Savannah, GA 31419
912.925.8305
Mon: Closed; Tue: 9 a.m. – 8 p.m.; Wed: 9 a.m. – 6 p.m.; Thu: 9 a.m. – 8 p.m.; Fri, Sat: 9 a.m. – 6 p.m.; Sun: 2 – 6 p.m.

Thunderbolt Library
2708 Mechanics Ave.
Thunderbolt, GA 31404
912.354.5864
Mon: 2 – 6 p.m.; Tue: 11 a.m. – 6 p.m.; Wed: 2 – 6 p.m.; Thu: 11 a.m. – 6 p.m.; Fri, Sat: 2 – 6 p.m.; Sun: Closed

Effingham

Springfield Library
810 Highway 119 South
Springfield, GA 31329
912.754.3003
Mon: 2–6 p.m.; Tue: 10 a.m. – 7 p.m.; Wed: 10 a.m. – 2 p.m.; Thu: 10 a.m. – 6 p.m.; Fri: Closed; Sat: 10 a.m. – 6 p.m.; Sun: Closed

Evans

Evans County Library
701 W. Main St.
Claxton, GA 30417
912.739.1801
Mon – Thu: 10 a.m. – 6 p.m.; Fri – Sun: Closed

Hampton

Estill Public Library
100 Peeples Ave. North
Estill, SC 29918
803.625.4560
Mon – Thu: 10:30 a.m. – 5:30 p.m.; Fri: 10 a.m. – 5 p.m.; Sat, Sun: Closed

Hampton County Library
12 Locust St.
Hampton, SC 29924
803.943.7528
Mon – Thu: 11 a.m. – 7 p.m.; Fri: 11 a.m. – 6 p.m.; Sat: 10 a.m. – 2 p.m.; Sun: Closed

Hardeeville Public Library
37 Main St.
Hardeeville, SC 29927
843.784.3426
Mon – Fri: 10:30 a.m. – 5:30 p.m.; Sat: 11 a.m. – 2 p.m.; Sun: Closed

census.gov/2015

United States Census Bureau

2015 Census Test

Jasper

Pratt Memorial Library
451 A Wilson St.
Ridgeland, SC 29936
843.726.7744
Mon – Thu: 10:30 a.m. – 5:30 p.m.; Fri: 10:30 a.m. – 4:30 p.m.; Sat: 11 a.m. – 2 p.m.; Sun: Closed

Jeff Davis

Jeff Davis County Library
189 E. Jarman St.
Hazlehurst, GA 31539
912.375.2386
Mon, Tue: 1 – 7 p.m.; Wed: Noon – 6 p.m.; Thu: 1 – 7 p.m.; Fri: Closed; Sat: 9 a.m. – 1 p.m.; Sun: Closed

Liberty

Hinesville Library
236 W. Memorial Drive
Hinesville, GA 31313
912.368.4003
Mon – Thu: 9 a.m. – 8 p.m.; Fri, Sat: 9 a.m. – 6 p.m.; Sun: Closed

Midway-Riceboro Library
9397 E. Oglethorpe Highway
Midway, GA 31320
912.884.5742
Mon, Tue: 10 a.m. – 6 p.m.; Wed: Noon – 8 p.m.; Thu – Sat: 10 a.m. – 6 p.m.; Sun: Closed

Long

Long County Library
270 S. Main St.
Ludowici, GA 31316
912.545.2521
Mon: 10 a.m. – 8 p.m.; Tue: 10 a.m. – 6 p.m.; Wed: 10 a.m. – 5 p.m.; Thu, Fri: 10 a.m. – 8 p.m.; Sat: 10 a.m. – 6 p.m.; Sun: Closed

McIntosh

Ida Hilton Public Library
1105 North Way
Darien, GA 31305
912.437.2124
Mon: Closed; Tue: 10 a.m. – 7 p.m.; Wed: 10 a.m. – 4 p.m.; Thu: 10 a.m. – 7 p.m.; Fri: 10 a.m. – 4 p.m.; Sat, Sun: Closed

Montgomery

Montgomery County Library
215 Railroad Ave.
Mount Vernon, GA 30445
912.583.2780
Mon, Tue: Noon – 7 p.m.; Wed: 10 a.m. – 3 p.m.; Thu: Noon – 7 p.m.; Fri: 10 a.m. – 3 p.m.; Sat, Sun: Closed

Screven

Screven County Library
106 S. Community Drive
Sylvania, GA 30467
912.564.7526
Mon: 10 a.m. – 6 p.m.; Tue – Fri: 9 a.m. – 6 p.m.; Sat: 10 a.m. – 5 p.m.; Sun: Closed

Tattnall

Glennville Public Library
408 E. Barnard St.
Glennville, GA 30424
912.654.3812
Mon: 10 a.m. – 5:30 p.m.; Tue: 10 a.m. – 7 p.m.; Wed: 10 a.m. – 1:30 p.m.; Thu: 10 a.m. – 7 p.m.; Fri, Sat: 10 a.m. – 1:30 p.m.; Sun: Closed

Tattnall County Library
129 Tattnall St.
Reidsville, GA 30453
912.557.6247
Mon: 10 a.m. – 5:30 p.m.; Tue: 10 a.m. – 7 p.m.; Wed: 10 a.m. – 1:30 p.m.; Thu: 10 a.m. – 7 p.m.; Fri, Sat: 10 a.m. – 1:30 p.m.; Sun: Closed

Toombs

Nelle Brown Public Library
166 W. Liberty St.
Lyons, GA 30436
912.526.6511
Mon – Thu: 2 – 5 p.m.; Fri: 10 a.m. – 1 p.m.; Sat, Sun: Closed

Vidalia-Toombs County Library
610 Jackson St.
Vidalia, GA 30474
912.537.9283
Mon: 9 a.m. – 7 p.m.; Tue: 11 a.m. – 7 p.m.; Wed: 9 a.m. – 3 p.m.; Thu: 11 a.m. – 7 p.m.; Fri, Sat: 9 a.m. – 3 p.m.; Sun: Closed

Wayne

Wayne County Library
759 Sunset Blvd.
Jesup, GA 31545
912.427.2500
Mon, Tue: 10 a.m. – 8 p.m.; Wed: 10 a.m. – 6 p.m.; Thu: 10 a.m. – 8 p.m.; Fri: 10 a.m. – 6 p.m.; Sat: 10 a.m. – 2 p.m.; Sun: Closed

Jesup Goodwill Job Connection Center
990 N. Macon St.
Jesup, GA 31545
912.427.8188
Mon – Fri: 10 a.m. – 5 p.m.; Sat, Sun: Closed

census.gov/2015

United States Census Bureau

2015 Census Test

Event Hosting Tips

An event to spread the word about the 2015 Census Test can be as simple as a brown-bag lunch or a meet and greet over coffee. You can even hold a virtual event, such as a webinar or Google Hangout, to reach more people. Here are some time-proven steps to help make your event a success.

Step 1: Identify key participants.

You as host will play a major role, but if you plan to enlist others, get on their calendars as soon as possible. People you may want to invite to attend or speak include:

- A community leader: someone who is a trusted source of information.
- 2015 Census Test "Champions": designated volunteers from the community who are supporting with census test promotion. A Champions list can be found on the census test social hub at **census.gov/2015socialhub**.
- Local program: Someone involved with a program that bases funding distribution on census data, such as Medicaid, Head Start, or the National School Lunch Program.
- A U.S. Census Bureau representative: Someone from the local Census Bureau office. Please contact Thurmond Neill Tillman at 912-704-2188 or thurmond.n.tillman@census.gov.

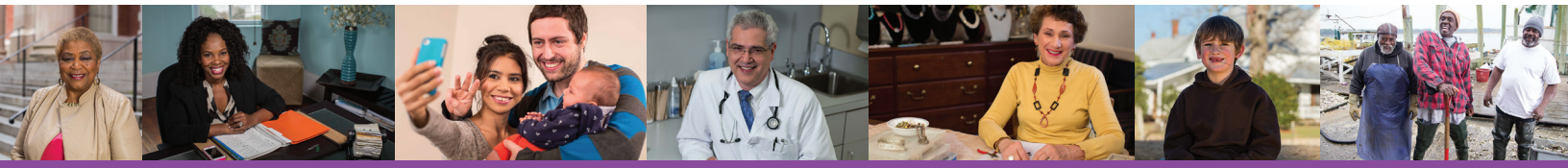
Step 2: Finalize the date.

Consider the following when selecting the date:

- If you plan to hold the event outdoors, make sure there is a fallback site available on the same date in case of rain.
- Avoid planning events during the workday or holidays, as well as observances taking place during the census test period. Consider hosting events on Census Day, April 1.

Step 3: Secure the venue.

Make sure the venue is easy for people to get to and appropriate for the size of audience you expect.



WE COUNT

census.gov/2015

Step 4: Plan and publicize the event.

Pace the agenda: Give attendees the opportunity to talk and ask questions, and keep the event on topic. Other considerations:

- A time period of 60 to 90 minutes is usually about right. Consider presenting the PowerPoint presentation available from the census test social hub at **census.gov/2015socialhub**.
- Spread the word! Focus publicity efforts where your audience spends a lot of time, including community centers, church and synagogue meeting rooms, and schools.

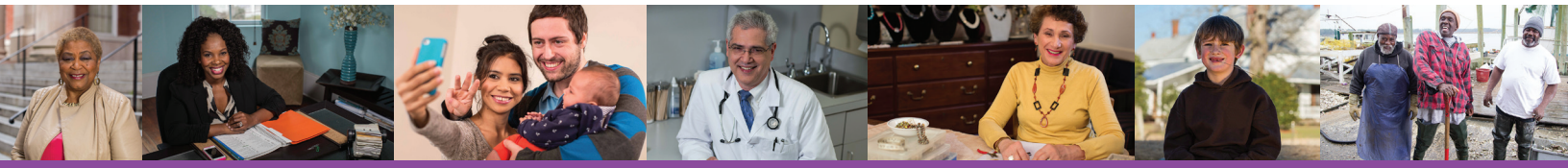
Step 5: Host the event.

If possible, have several computers or tablets on hand, as well as people who can help participants complete the 2015 Census Test questionnaire.

Step 6: Conduct event follow-up.

If you can, please tell us how the event was — what worked well and what can be improved. This information will help us tailor the partner toolkit in the future.

census.gov/2015socialhub



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