

Zeta Phi Beta Sorority, Inc.



A Partnership with...



“United States Census 2010”

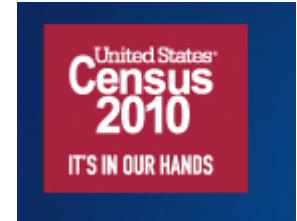
Sheryl Underwood
International Grand Basileus

Cynthia Elliott
National Chair – Census 2010
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Zeta Phi Beta Sorority, Inc.



March Towards 2010 Census
.....with our Partners, and
Make your presence known – ‘be counted’



“United States Census 2010” Internal Quick Guide

Sheryl Underwood
International Grand Basileus

Cynthia Elliott
National Chair – Census 2010

Census 2010 Cheat Sheet w/ Brief Instructions

Activity	Purpose	Required Date(s)	Where to send documents	Available Points	Comments
2010 Census drop-in articles, messages, logos and in-house communications.	To build awareness of the US Census 2010 – it's in our hands.	Every opportunity	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	25 points each communication	Send documentation.
Set-up a link from the chapter's website to www.2010census.gov	To spotlight the 2010 Census and relaying the seriousness about getting every person "counted".	Deadline: February 10, 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	50 points	Must show web-page with reporting form.
Grand will issue a public endorsement – Members pass out material.	To communicate National support for the 2010 census and send an endorsement to our country and affiliates.	Monday, February 15, 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	Bonus 50 points	Zetas & affiliates wear BLUE.
Press Conference	To announce the Zeta 2010 Census project outlining our thrust of which gains media attention.	January 16, 2010 thru February 15, 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	50 points	Must show media headline.
Participate in 2010 Census partnership kick-off meeting.	To educate by bringing in local knowledge and expertise to the process.	January 16, 2010 thru February 15, 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	100 points	Need to show program.
To sign the 2010 Census Partnership Agreement Form: Title=chapter name	To formally acknowledge your Chapter as a partner with the Census Bureau.	Deadline: February 10, 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	25 points	Sign and send TODAY! One per Chapter.

Census 2010 Cheat Sheet w/ Brief Instructions (continued)

Activity	Purpose	Required Date(s)	Where to send documents	Available Points	Comments
Volunteer or participate in sponsored events.	To target the unique characteristics of our community.	January – May 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	50 points each event	Send documentation.
Display and distribute Census material.	To publicize the importance of the 2010 Census.	January – May 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	50 points each event	Send documentation.
Provide space for “Be Counted” sites.	To increase the Census “mail-back” response rate.	January – May 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	50 points each session	Send documentation.
Coordinate a Census Day event	To motivate community response; to achieve a complete and accurate 2010 Census count.	April 1, 2010 (plus or minus 2 days)	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	100 points	Must show flyer.
Air 2010 Census PSA by TV and/or Radio Announcements	To announce 2010 Census events/programs across the airways.	March 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	200 points	Need letter verifying date/time of broadcast station announcement.

Activity	Purpose	Required Date(s)	Where to send documents	Available Points	Comments
Census Rally at City Hall or the State Capitol	To educate and motivate people in “hard-to-count” communities.	Feb/Mar/Apr 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	100 points	Must show flyer.
Census Sunday – 5-15 minutes Church public announcement	To educate and motivate people in “hard-to-count” communities.	2 nd & 4 th Sunday in February 2010 and/or 2 nd & 4 th Sunday in March 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	25 points per Church	Must show Church announcement or Minister’s signature.
March toward Census 2010	To educate and motivate people concentrating on the MEN.	March 2010	<ul style="list-style-type: none"> • One original to Chair • One copy to State Coordinator 	100 points Bonus: 25 ONLY 5 pictures emailed	Must show flyer.

ZHOPE-points will not be given if all forms are not filled out completely and promptly sent to the National Chair. Remember: Make your presence known – ‘be counted’ 2010 Census.

Contact Information
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