

Meeting with Census Partnership Specialists:

A Guide for Nonprofits

The Census Bureau has Partnership Specialists on staff dedicated to helping you ensure that your clients and community get counted. Partnership specialists can help you become a census partner and connect you with the tools and resources that you need to conduct effective census outreach. Here are some tips for making your meeting with a partnership specialist effective.

Connect: To get started, call your local census office and ask to speak with a partnership specialist. You can find contact information for your local census office by going to www.nonprofitscount.org and clicking on your state.

Ask: Keep these questions and ideas in mind when you are meeting with the partnership specialist:

- » What other nonprofit organizations are doing census outreach in your area? You may find that you have relationships with these organizations and be able to collaborate with them. Or, you may have ideas for other organizations the partnership specialist may want to reach out to.
- » Does the census have any outreach plans specific to the community your organization serves? Are there materials available designed to reach out to your clients?
- » What are the guidelines and process for the Partner Support Program? Your organization can apply for up to \$2,999 to pay vendors – printers, etc - who produce census related materials for your organization. Applications are made through your regional census office.
- » Are there any other resources available to support your census outreach work?
- » If your organization serves a large number of clients each day, ask about becoming a Questionnaire Assistance Center where your clients can receive assistance filling out their census forms from a trained census staff person.

For more ideas about simple ways your nonprofit organization can integrate census outreach into your operations, visit:

www.nonprofitscount.org.

Offer: You don't need to make any specific commitments right away to your census partnership specialist, but be ready to give them an idea of the types of census outreach activities your organization would be interested in. Examples include:

- » Hanging a poster in your lobby
- » Have your intake specialist ask clients if they have completed their census form
- » Give census buttons to staff to wear
- » Include census information in your e-newsletter, website, and other organizational communications
- » Participate in a local Complete Count Committee
- » Provide volunteers for census events
- » Promote census job opportunities

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www.nonprofitscount.org