



Memorandum About “Count All Souls” Campaign

To: Religious Leaders in NC
From: Bob Hall, Democracy North Carolina - 919-489-1931/sprc@mindspring.com
Re: Participation in “Count All Souls” Campaign.

Democracy North Carolina is requesting the participation of your church, synagogue or faith-based organization in a nonpartisan, statewide “Count All Souls” Campaign endorsed by the NC Council of Churches. The Campaign will work with local and regional communities of faith to educate people about the importance of the 2010 Census and promote a robust and complete Census count. The goal is to have at least 100 religious bodies across the state participate in one of the ways listed below.

A substantial “undercount” in a community means its people do not receive their fair share of the billions of federal and state funds that are allocated based on the population count – a total of about \$1,500 per person per year in North Carolina. As a result, vital services for poor and marginalized communities are underfunded. In addition, an “undercount” deprives a community of its fair share of political representation, because election district lines are drawn in relation to the Census population. Finally, many public and private planning decisions are based (at least in part) on Census data, from the location of a new grocery store or community center to public investments in a community’s infrastructure.

For all these reasons, moving toward a full Census count is a social justice goal – and a goal that is consistent with the ministry of many faith groups. We respectfully request your involvement in the “Count All Souls” Campaign. The Campaign will reach its zenith in March 2010, which is the month that homes will receive the Census survey in the mail. The elements of the Campaign include a number of steps:

- Identify partners who agree to participate in some level of Census education.
- Democracy NC follows up to discuss the level of activity, for example:
 - Include a notice or special insert in a bulletin or other publication
 - Faith leader delivers a message to congregants and/or the larger community
 - Youth class or other division adopts outreach goal for a Census project
 - Integrate message about the Census into other outreach programs, such as soup kitchen, meals on wheels, shelter, or neighborhood event
 - Faith community participates in “Adopt A Neighborhood” outreach, especially outreach in a “hard to count” neighborhood
 - Participation of 100 “Count All Souls” programs in March

We would be happy to provide a flyer about the importance of the Census or other material (in English and Spanish). We would greatly appreciate your participation in this effort, and your help in identifying other groups that might be interested. I look forward to hearing from you; please contact me at 919-489-1931 or at sprc@mindspring.com. THANK YOU!