



ASIAN AMERICANS  
ADVANCING  
JUSTICE



COUNTUSIN2020.ORG

# COUNT US IN 2020

There's Power In Being Counted



# Letter from the Asian Americans Advancing Justice Affiliation

On behalf of the Asian Americans Advancing Justice affiliation, we are excited to share this **2020 Census Get Out the Count Community Engagement and Communications Toolkit** with you. We encourage you – our Community Partners, community leaders, advocates, and organizers – to use this resource to build and implement Get Out the Count campaigns in your communities for the 2020 Census.

What can we learn from the 2020 Census, and how will it impact our communities? In 2010, the census showed us that Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities are the fastest growing group in our country and that communities are emerging in states and regions where there have not historically been a large AANHPI presence. The 2020 Census can provide valuable new information – as our communities continue to grow, disaggregated data help us better understand what opportunities and challenges exist for our communities.

The Constitution mandates that every person living in the U.S., not just citizens, be counted through the census every ten years. The 2020 Census is our only chance in the next decade to get a full and accurate count of our communities. The U.S. Census and American Community Survey (ACS) are the primary sources of data on AANHPIs, and as such, they are the most critical tools to challenge the invisibility of our communities and document our lives and experiences. Heightening the importance of these tools for our community is the reality that the race and ethnicity data collected by the census are central to implementing, monitoring, and evaluating a vast range of civil rights laws and policies. Given that census data determine everything from federal funding for hospitals, schools, and roads to congressional representation, it is imperative that the 2020 Census is fair and accurate. Critical decisions are made at the federal, state, and local level based on census data – from where the next school or hospital will be built to the funding provided for road improvements, new business locations, expansion of transit systems, and much more.

**There is a lot at stake with the 2020 Census, and we must work to ensure our AANHPI communities are counted fully and accurately.** AANHPIs have been undercounted for decades, disadvantaging their families, communities, and neighborhoods. Today, roughly one in five Asian Americans and one in three Native Hawaiians and Pacific Islanders live in hard-to-count neighborhoods. Some AANHPI communities are especially at risk of being missed in the census count because of greater challenges in finding stable and affordable housing; higher incidences of poverty, unemployment, and lower educational attainment; and greater language barriers.

This toolkit aims to provide partners like you with information and tools to talk about the census, reach and mobilize your communities to participate in the 2020 Census, and make your voices heard. Inside this toolkit, you will find information including answers to frequently asked questions, how to access language assistance resources and services, top messages that resonate with your communities, social media tools that can help you activate your communities online, and more. For more information and additional resources, please visit our 2020 Census website at [www.CountUsIn2020.org](http://www.CountUsIn2020.org). Thank you for your efforts to activate your communities around the 2020 Census!

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## **VII. Thank You**

# About Us: Asian Americans Advancing Justice's 2020 Census Campaign

## Background on Asian Americans Advancing Justice

### Our Mission

Asian Americans Advancing Justice is a national affiliation of five leading organizations advocating for the civil and human rights of Asian Americans and other underserved communities to promote a fair and equitable society for all. The affiliation's members are: Advancing Justice – AAJC (Washington, DC), Advancing Justice – Asian Law Caucus (San Francisco), Advancing Justice – Atlanta, Advancing Justice – Chicago, and Advancing Justice – Los Angeles.

We envision a fair and equitable society for all that ensures civil and human rights for Asian Americans, Pacific Islanders, and other communities. To achieve this, we will work together—as equal and independent partners under one name, speaking with one unified and powerful voice—to promote justice, empower our communities, bring local and national constituents together, and strengthen our multi-racial democracy.

### Our Census Program

We pursue a fair and accurate census count of Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs). Our work throughout the last decade impacted policy decisions to ensure an accurate count of our communities as well as increase census research on improving outreach to our communities, particularly those who are limited English proficient—the people who are among those who stand to lose the most if they are not accurately represented. Our outreach and education campaigns for the previous censuses have comprehensively engaged our communities and have pushed for increased participation in the surveys.

### Our Partners

We work in partnership as five Asian Americans Advancing Justice affiliates in Atlanta, Chicago, Los Angeles, San Francisco, and Washington, DC, to lead a three-pronged approach to our census program focused on policy, communications, and community engagement.

- **Advancing Justice – AAJC:** As Co-Chair of the Leadership Conference on Civil and Human Rights' Census Taskforce and Co-Chair of the Census Counts Materials Working Group, Advancing Justice – AAJC coordinates with national partners in the taskforce and working group and works in consultation with its Community Partners to produce and disseminate curriculum and community education materials focused on the AANHPI community to Get Out the Count (GOTC) for the 2020 Census. Advancing Justice – AAJC is a member of the Census Bureau's National Advisory Committee on Racial, Ethnic and Other Populations.

- **Advancing Justice – Asian Law Caucus:** Advancing Justice – ALC is providing technical assistance to and convening strategy meetings among a multiracial network of organizations that work with hard-to-count communities in Northern California. Advancing Justice – ALC supports the California statewide census network that is coordinated by Advancing Justice – LA, by providing legal expertise to community-based organizations and coordinating the network in Northern California counties.
- **Advancing Justice – Atlanta:** Advancing Justice – Atlanta is coordinating a statewide network of Asian American community-based organizations across Georgia to engage in outreach, education, media, and policy efforts to motivate and mobilize hard-to-count community members to participate in the census.
- **Advancing Justice – Chicago:** As a convener of the Pan-Asian Voter Empowerment Coalition, Advancing Justice – Chicago is organizing Asian American communities across Illinois to ensure a complete census count in 2020. Advancing Justice – Chicago is also continuing to lead collective advocacy efforts to ensure equitable state resources for census outreach in historically undercounted communities and participating in multiple Complete Count Committees at the municipal level.
- **Advancing Justice – Los Angeles:** Advancing Justice – LA is coordinating a statewide network of Asian American community-based organizations across California to engage in outreach, education, media, and policy efforts to motivate and mobilize hard-to-count community members to participate in the census.

## Connect With Us

### Census Website

Visit our census website at [www.CountUsIn2020.org](http://www.CountUsIn2020.org) to stay up-to-date on census resources for the AANHPI community! This website houses videos, publications, podcasts, social media tools, translated materials, and partner resources to help us GOTC in our communities.

Empowering Pacific Islander Communities (EPIC) has a Native Hawaiian and Pacific Islander (NHPI) website at [www.CountUsIn2020.org/NHPI](http://www.CountUsIn2020.org/NHPI) with materials for NHPI communities.

### Census Hotline

Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.

## Social Media

Check out our Facebook and Twitter to view GOTC content every week. Use the hashtag #2020Census to energize your communities online around the 2020 Census!

### Advancing Justice – AAJC

Facebook: @AdvancingJusticeAAJC

Twitter: @AAAJ\_AAJC

### Advancing Justice – Asian Law Caucus

Facebook: @AsianLawCaucus

Twitter: @AAAJ\_ALC

### Advancing Justice – Atlanta

Facebook: @AdvancingJusticeAtlanta

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# What You Need to Know About the 2020 Census

## Census 101: What is the Census?

Article I, Section 2 of the Constitution requires that the federal government count every individual living in the U.S. every 10 years. This is done through the census. The goal is full participation regardless of age, race, religion, or immigration status – everyone must participate and be counted. It is important that everyone participates because the census directly affects the distribution of more than \$1.5 trillion in federal funding annually, including funding for schools, roads, hospitals, and social service programs. Census data are used to determine how many congressional seats each state gets and draw congressional districts, and they impact redistricting at all levels of government. The next Census Day is April 1, 2020. Although Census Day is one day every ten years, census implementation is ongoing from January to August 2020. Your participation in the census is easy, secure, and important.

## Frequently Asked Questions

Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.

### Why should I fill out the census? How does it impact me?

Census data help ensure your family and community are able to thrive. Census data directly affect how more than \$1.5 trillion in federal funding is allocated yearly to communities for schools, roads, and hospitals, as well as vital social programs such as Medicaid, Head Start, and the Supplemental Nutrition Assistance Program (SNAP). Census data are also critical to ensuring your voice is heard in our political system, as the data are used to determine how many seats in the U.S. House of Representatives each state gets and to redraw political districts at all levels of government.

### Who will get the 2020 Census form?

In 2020, households will be able to respond to the census with a paper form, online, or by phone. In March 2020, census materials will be mailed in three waves over approximately one week. Eighty percent of homes will receive a letter inviting them to respond online, and 20 percent of homes will receive a paper census form in the first mailing. Federal law requires that everyone participate. All homes will get a language assistance sheet with toll-free phone numbers providing multilingual assistance, and anyone can fill out the census by phone. Language assistance is available on the internet and by phone in 12 non-English languages, and language assistance in the form of printed and video guides will be available in 59 non-English languages. The paper form, however, will only be in English and Spanish. See how the Census Bureau invites everyone to respond at [www.2020census.gov/content/dam/2020census/materials/partners/2019-10/Fact Sheet About How Census Invites Everyone.pdf](http://www.2020census.gov/content/dam/2020census/materials/partners/2019-10/Fact_Sheet_About_How_Census_Invites_Everyone.pdf).

## What will the 2020 Census ask me?

The 2020 Census form asks 9 questions. Questions include: name, sex, age and date of birth, race, Hispanic origin, how the people in the household are related to each other, and whether the home is rented or owned. The form will NOT include a question on citizenship. For more information on what is asked on the census form, you can check [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources). The data collected are protected by confidentiality laws and cannot be shared by the Census Bureau with other government agencies or law enforcement entities.

## How do I fill out the census?

For the first time, people will be encouraged to complete their census form online. The Census Bureau will encourage everyone who can to respond using the internet, but paper forms will continue to be available. See the Census Bureau's video on the online form at <https://2020census.gov/en/ways-to-respond.html>. Households with indicators of low internet access or use will simultaneously receive the paper form and information about responding online. In addition, people will be able to report their answers by phone. For more information on language assistance, see page 19.

## Are my responses to the census safe? How is my information kept safe?

All census information is confidential. By law, the Census Bureau cannot share an individual's information with anyone, including other government agencies and law enforcement entities. For more information on confidentiality, see [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources).

Federal law protects your information. The Census Bureau is bound by Title 13 of the U.S. Code, which has strong confidentiality protections for census data. Every person with access to your data is sworn for life to protect your information. If anyone violates this law, it is a federal crime; penalties are severe, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both. Additionally, responses collected by the Census Bureau are used for statistical purposes only. The Census Bureau publishes only aggregated statistics and may not publish information that would identify an individual, business, or organization. Federal, state, and local government agencies are prohibited from using statistical datasets produced by the Census Bureau to the detriment of any individual who responded to a census.

## How do I identify a census worker?

Census workers have ID badges which contain a photograph of the field representative, the U.S. Census Bureau watermark, and an expiration date. They will provide you with supervisor contact information and/or the Regional Census Center phone number for verification, and a letter from the Director of the Census Bureau on Census Bureau letterhead. They may also carry a laptop and/or bag with a Census Bureau logo. For more information on identifying census workers, see [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources).

## “Hard-to-Count” and “Undercount:” What this means for our community

Today, roughly one in five Asian Americans and one of three NHPs live in hard-to-count neighborhoods. Some AANHPI communities are especially at risk of being missed in the

census count because of greater challenges in finding stable and affordable housing; higher incidences of poverty, unemployment, and lower educational attainment; and greater language barriers.

**Hard-to-count** population groups are at a higher risk of not being fully counted in the census. Some of these groups have been historically underrepresented in the census for decades; some may experience new or increased vulnerability due to major changes in methodology, such as relying on the internet as the primary way for households to respond to the 2020 Census; and some may be reluctant to respond due to concerns about data confidentiality. Being hard-to-count can lead to a disproportionate **undercount** in the census which leads to unequal political representation and unequal access to vital public and private resources for these groups and their communities. AANHPIs have been undercounted for decades, disadvantaging their families, communities, and neighborhoods.

## Misconceptions About the Census

Misconceptions about the census can stop people from participating in the census. The most common misconceptions about the census are that the data are used to locate people living in the country without documentation, used by the FBI and police to keep track of people who break the law, or shared with landlords. These are misconceptions that you should address with your communities. **All census information is confidential. By law, the Census Bureau cannot share an individual's information with anyone, including other government agencies, law enforcement entities, and landlords.** For more information on confidentiality, see [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources).

There are also misconceptions about who should participate in the census. Everyone should be counted regardless of age, race, religion, or immigration status. There has historically been an undercount of children under age 5, and children should be counted in the census. There are also misconceptions about who should be included in the census form. Everyone who lives in a household—even if they are not related to each other—should be included in the census form. While the census requires mandatory participation, historically respondents have skipped questions and have still been counted during that census.

## Key Dates and Recommended GOTC Action Items

- **January 1, 2020:** 90 days until Census Day.
- **January 2020:** Census Bureau starts counting people in remote Alaskan villages in late January.
- **January 2020:** Launch media events, advertising, and publicity campaigns. Let community members know Census Day is coming up on April 1 and why it is important to participate. Be creative – send an e-newsletter focused on how census data impact schools, roads, and hospitals in your state, write an op-ed about your organization's work around the census and any services or resources you are offering, post a blog highlighting enumerators and Census Bureau partnership specialists who are from your community, and more! Promote Census Bureau recruitment and 2020 Census job opportunities at [www.2020census.gov/jobs](http://www.2020census.gov/jobs).

- **January – February 2020:** Lead marketing activities focused on raising awareness of census. Share why we must be counted in the census when speaking at community festivals or celebrations like Lunar New Year leading up to April 1 and beyond.
- **January 31, 2020:** 60 days until Census Day.
- **March 2020:** Census Questionnaire Assistance toll-free phone lines for language assistance open.
- **March 2020:** Census Bureau mails materials to all households, including information on how to respond online and language assistance resources, and mails the paper form to 20 percent of households. Let community members know that they will receive a census mailing, ways to respond, and how to access language assistance.
- **March 2, 2020:** 30 days until Census Day.
- **March 12, 2020:** Census mailers start being delivered to homes across the country.
- **March – April 2020:** Lead peak marketing activities with emphasis on motivating action and responding online, by phone, or by returning paper forms. Share information about language assistance and your community’s assistance centers through e-newsletters, flyers, op-eds, social media posts, messaging platforms like WeChat and LINE, speaking engagements, and more!
- **March – April 2020:** Self-Response Phase from mid-March to late April.
- **April 1, 2020 (Census Day):** Census Day is a point of reference, and a good opportunity to remind community members of ways to respond and how to access language assistance.
- **May 2020:** Asian Pacific American Heritage Month – Publicize that the Census Bureau will follow up with people who did not respond to the census (“Non-Response Follow-Up”). Let your communities know how they can identify a Census Bureau employee.
- **June 2020:** Immigrant Heritage Month – Continue to publicize Non-Response Follow-Up efforts.
- **May 13 – July 2020:** Non-Response Follow-up Phase – Census workers visit households with unreturned forms. Marketing efforts shift to Non-Response Follow-Up.
- **June – September 2020:** Post-Enumeration Survey to measure coverage error (people missed in count or counted more than once) in the 2020 Census.
- **December 31, 2020:** Census Bureau reports state population totals to the President for apportionment purposes.

# Facts and Figures from the 2010 Census

## National Overview

There are over 18.5 million AANHPIs living in the U.S., making up about 6.4 percent of the entire U.S. population.

## States with Largest AANHPI Communities

California's Asian American population remains by far the country's largest, numbering over 5.5 million in 2010, followed by populations in New York (1.5 million), New Jersey (800,000), and Hawaii (780,000).

Hawaii's NHPI population is the largest, with about 356,000 NHPIs in 2010, followed by California (286,000), Washington (70,300), Texas (48,000), and Florida (40,000).

## States with Highest Percentage of AANHPI Communities

The top six states where Asian Americans make up the highest percent of the population are Hawaii, making up 58 percent of the population, California (12%), Washington (7%), New York (6%), New Jersey (6%), and Nevada (6%).

The top five states where NHPIs make up the highest percent of the population are Hawaii, making up 26 percent of the population, Alaska (1.6%), Utah (1.3%), Nevada (1.2%), and Washington (1.05%).

## States with Fastest Growing AANHPI Communities

The top five states with the highest growth of Asian Americans are Nevada (116%), Arizona (95%), North Carolina (85%), North Dakota (85%), and Georgia (83%).

The top five states with the highest growth of NHPIs are Arkansas (151%), Nevada (102%), Alaska (102%), Arizona (87%), and Alabama (87%).

## Emerging Populations for AANHPI Communities

In 2010, the country's fastest growing Asian American ethnic groups were South Asian, Bangladeshi and Pakistani American populations doubled in size between 2000 and 2010.

All NHPI populations grew faster than the total population between 2000 and 2010. Among the larger NHPI ethnic groups, the number of Marshallese and Fijian Americans grew 237 percent and 138 percent over the decade, respectively.

# Get Out the Count in Your Community

*A successful census campaign requires reaching out to your community. Here are some events and activities that can help you spread the word.*

## Become a Census Bureau Partner

We need AANHPI community members who know our communities and know how to best reach them to become Census Bureau Partners! Census Bureau Partners come together to spread the message about the importance of participation in their communities. These community members are census ambassadors that bridge communities and help to create awareness about the importance of participating. Partners run the spectrum of government, corporate, and community-based organizations that spread the message and mobilize their constituents to reach the goal of a complete count. Conducting a census is a massive and vitally important undertaking — one in which the Census Bureau could only accomplish with the help and partnership of community messengers.

Sign-up to stay up-to-date with new resources and opportunities to partner with the Census Bureau at [www.census.gov/partners/join.html](http://www.census.gov/partners/join.html) or email [census.partners@census.gov](mailto:census.partners@census.gov). Census Bureau outreach materials can be found at [www.2020census.gov/en/partners/outreach-materials.html](http://www.2020census.gov/en/partners/outreach-materials.html).

## Connect with or Establish a Complete Count Committee

The 2020 Census provides an opportunity for everyone to be counted. The Complete Count Committee program is key to creating awareness in local communities across the country. The Complete Count Committee, which usually is led by a mayor or other top municipal official, should include representatives from a wide range of local, social, and economic sectors, such as churches or other religious groups, civil rights organizations, corporations, unions, the media, sports, entertainment, service providers, academia, and civic and business groups. Check out the Census Bureau's guides and resources on Complete Count Committees at [www.2020census.gov/en/partners/complete-count.html](http://www.2020census.gov/en/partners/complete-count.html).

You can work with local elected officials to establish a Complete Count Committee for your city or county, or if one has already been established, get involved. If your elected official is not involved, call their office or setup a meeting to share why the census impacts your communities and why their support is vital. You can find the Census Bureau's list and interactive map of Complete Count Committees at [www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html](http://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html).

Also, check out our state factsheets at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources) for an in-depth view of how the 2020 Census impacts your state.

## Talk to Local Funders

The Funders' Committee for Civic Participation organizes a Funders Census Initiative (FCI) to support grantmakers and provide learning opportunities, resources, and more. Engage with your local funders and connect them to the FCI and the 2020 Census Funder Toolkit at [www.funderscommittee.org/working-group/4/](http://www.funderscommittee.org/working-group/4/). You can also share FCI's Key 2020 Census Milestones factsheet at [www.funderscommittee.org/resource/key-2020-census-milestones/](http://www.funderscommittee.org/resource/key-2020-census-milestones/).

## Create and Distribute Outreach Materials

As you begin engaging your community, it is important to create informational materials, such as flyers and brochures, which will resonate with your target audience and encourage people to seek assistance and more information. Visit our census website at [www.CountUsIn2020.org](http://www.CountUsIn2020.org) for customizable outreach materials and videos, publications, social media tools, translated materials, and partner resources to help us GOTC in our communities. For customizable outreach materials, email Raima Roy ([RRoy@advancingjustice-aaic.org](mailto:RRoy@advancingjustice-aaic.org)) for a customizable template and use the blank space to add your organization's logo and local resources and contact information.

Get your local businesses involved, and leave information at your local grocery stores, restaurants, and other businesses where people regularly visit. Work with public libraries and community leaders at places of worship and community centers to raise the visibility of the census and its impact during their programming and announcements.

You can find partner resources for business, libraries, and more at [www.CountUsIn2020.org/partner-resources](http://www.CountUsIn2020.org/partner-resources).

## Canvass Neighborhoods

A great way to increase awareness about the upcoming census is to canvass specific neighborhoods, especially those that are home to people who may be wary of completing their census forms or may not understand the importance of an accurate count for their family and community. You can find talking points on page 22. Keep in mind:

**Timing is important!** The majority of census workers will be in the field beginning in mid-May for Non-Response Follow-Up. Any canvassing should take place before May 2020 to prevent any confusion as census takers start their operations.

**Canvassing should be for educational purposes only!** No one other than Census Bureau employees, not even officials from tribal, state, or municipal governments, should go door-to-door to collect information for the 2020 Census. Doing so could create confusion for households that have already responded or those who must be interviewed by census takers because they have not yet responded to the census. Raise awareness of how to identify an official census worker to help people avoid scam, intrusion, or nefarious activity.

Additional Census Bureau guidance for stakeholders supporting GOTC for the 2020 Census to consider can be found at

[www.2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf](http://www.2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf).

## Attend Events

An effective outreach campaign should target people at various events and locations throughout the community. Attend holidays, festivals, and community events and talk to your community about the upcoming census and the importance of being counted fully and accurately. Bring translated materials to share with community members. Different messages around the census will resonate with different communities. See page 24 for more information on top messages for each community.

## Plan Events

Not all educational events have to be large-scale productions. It can be as simple as inviting a few people to your office for a brown bag lunch. You can raise awareness and build energy and enthusiasm for a participation campaign by organizing a town meeting. If you want a more festive atmosphere, try a block party.

If you do want to plan a large-scale event, assess what staff or volunteer support you have to plan and implement your event. Develop a timeline that includes outreach to turn out attendees, securing outside speakers, if needed, implementing the event, and following-up after your event to share any additional resources or action items. Your event invitation should include a date, time, location, host information, what to expect during the event, and a contact for any questions. Your event budget may need to account for food and beverage, venue fees, audio/visual equipment, and printed materials.

## Set Up a Location Where People Can Get Information and Fill Out Their Forms

You can work with your state, county, and/or city Complete Count Committees to establish, coordinate, and publicize assistance centers to help community members with their census questions and submitting their census forms. In past years, the Census Bureau set up Questionnaire Assistance Centers to help people complete their forms, but their plan for the 2020 Census is not clear. That means it is important for community-based organizations to provide in-person assistance.

You can work with trusted partners such as public libraries, schools, community centers, and more. Your assistance center can host events to raise awareness about the census, answer questions about the census, provide language assistance and printed translated resources, and provide tablets or computers with internet access for submitting census forms. Promote use of these spaces through social media, local social and cultural organizations, places of worship, community-based newspapers or newsletters, places of employment, service provider offices, and other places where people congregate.

You can find partner resources for teachers, libraries, and more at [www.CountUsIn2020.org/partner-resources](http://www.CountUsIn2020.org/partner-resources).

Many people may have questions about the form such as: What is the difference between race and ethnicity? How do I list the relationships of all the people living in my home? If my



son or daughter lives with me part-time, how do I account for that? Visit our census website at [www.CountUsIn2020.org](http://www.CountUsIn2020.org) for guidance on answering frequently asked questions and how to complete the census form.

## Utilize Communications Opportunities for Census Education

Engage both local mainstream and ethnic media in the 2020 Census, and distribute census information via your group's newsletter, email lists, message boards, and whatever else you use to communicate with your members. Use Facebook, Twitter, Instagram, Snapchat, WeChat, and other platforms to share that the census is easy, secure, and important to your community. More communications resources are available on page 22.

# Census Bureau Partnerships and Resources

Census Bureau Regional Census Centers (RCC) play a critical role in getting the Census Bureau's message out to the community. In support of the census, RCC staff serve as contacts for local media, meet with local organizations to improve participation in censuses, and host workshops to teach the public about the use and value of census data. RCCs are temporary spaces established to conduct field data collection activities for the 2020 Census. These offices are defined as being non-Census Bureau headquarters or non-regional office spaces. The Census Bureau has six RCCs. Contact them at [www.2020census.gov/en/contact-us/rcc.html](http://www.2020census.gov/en/contact-us/rcc.html)

Census Bureau Regional Offices are permanent Census Bureau offices that conduct operations on on-going surveys throughout the year such as the ACS. These offices do not conduct operations on the decennial census, including the 2020 Census.

***In advance of the 2020 Census, the U.S. Census Bureau is recruiting thousands of people for temporary jobs – including census takers, partnership specialists, and office staff – across the country. Having Census Bureau staff who understand our communities and how to best engage them is important for a full and accurate count. Visit [www.2020census.gov/jobs](http://www.2020census.gov/jobs) for more information on job opportunities and share these opportunities with your networks!***

## Contact Information for Census Bureau Regional Census Centers:

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### Atlanta Regional Census Center

Serves: Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina

Phone: 470-889-6800

Email: [Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

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### Chicago Regional Census Center

Serves: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin

Phone: 312-579-1500

Email: [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

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### Dallas Regional Census Center

Serves: Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wyoming

Phone: 972-510-1800

Email: [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)



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### Los Angeles Regional Census Center

Serves: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington

Phone: 213-314-6500

Email: [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

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### New York Regional Census Center

Serves: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, Puerto Rico, Rhode Island, Vermont

Phone: 212-882-7100

Email: [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

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### Philadelphia Regional Census Center

Serves: Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia

Phone: 267-780-2600

Email: [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

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## Become a Census Bureau Partner

Conducting a census is a massive and vitally important undertaking — one in which the Census Bureau could only accomplish with the help and partnership of community messengers. Sign-up to stay up-to-date with new resources and opportunities to partner with the Census Bureau at [www.census.gov/partners/join.html](http://www.census.gov/partners/join.html) or email [census.partners@census.gov](mailto:census.partners@census.gov). Census Bureau outreach materials can be found at [www.2020census.gov/en/partners/outreach-materials.html](http://www.2020census.gov/en/partners/outreach-materials.html).

## How to Get Assistance

The Census Bureau has been opening and staffing 248 Area Census Offices starting in 2019, and Census Questionnaire Assistance toll-free phone lines for language assistance will open in March 2020. Visit [www.census.gov/programs-surveys/decennial-census/2020-census.html](http://www.census.gov/programs-surveys/decennial-census/2020-census.html) for updates and contact information. You can also visit our census website at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources) for more resources to assist your community.

Questions? Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.

## Language Assistance from the Census Bureau

**Phone:** Phone support is offered in English and 12 non-English languages including Chinese (Mandarin and Cantonese), Japanese, Korean, Tagalog, and Vietnamese. Through a dedicated toll-free Census Bureau phone number for each language, callers can get more information on the census, ask questions, and complete their census form over the phone.

These numbers are available for public use starting March 1, 2020.

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish (Español)	844-468-2020
Chinese (Mandarin) (普通話 / 普通话)	844-391-2020
Chinese (Cantonese) (廣東話 / 广东话)	844-398-2020
Vietnamese (Tiếng Việt)	844-461-2020
Korean (한국어)	844-392-2020
Russian (Русский)	844-417-2020
Arabic (العربية)	844-416-2020
Tagalog (Tagalog)	844-478-2020
Polish (Polski)	844-479-2020
French (Français)	844-494-2020
Haitian Creole (Kreyòl Ayisyen)	844-477-2020
Portuguese (Português)	844-474-2020
Japanese (日本語)	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

**Online:** In 2020, there will be a new option to complete your census form online. While the paper form is available in English and Spanish only, the internet self-response form is available in 12 non-English languages including Chinese (Simplified), Japanese, Korean, Tagalog, and Vietnamese.

**Language Assistance Resources:** The Census Bureau is producing language glossaries, language identification cards, and language guides in 59 non-English languages to help non-English speakers complete their forms. You can find Census Bureau language assistance resources at [www.2020census.gov/en/languages.html](http://www.2020census.gov/en/languages.html).

- |                           |              |                    |
|---------------------------|--------------|--------------------|
| 1. Albanian               | 7. Bosnian   | 15. French         |
| 2. American Sign Language | 8. Bulgarian | 16. German         |
| 3. Amharic                | 9. Burmese   | 17. Greek          |
| 4. Arabic                 | 10. Chinese  | 18. Gujarati       |
| 5. Armenian               | 11. Croatian | 19. Haitian Creole |
| 6. Bengali                | 12. Czech    | 20. Hebrew         |
|                           | 13. Dutch    | 21. Hindi          |
|                           | 14. Farsi    |                    |

- |                |                |                |
|----------------|----------------|----------------|
| 22. Hmong      | 35. Navajo     | 48. Tagalog    |
| 23. Hungarian  | 36. Nepali     | 49. Tamil      |
| 24. Igbo       | 37. Polish     | 50. Telugu     |
| 25. Ilocano    | 38. Portuguese | 51. Thai       |
| 26. Indonesian | 39. Punjabi    | 52. Tigrinya   |
| 27. Italian    | 40. Romanian   | 53. Turkish    |
| 28. Japanese   | 41. Russian    | 54. Twi        |
| 29. Khmer      | 42. Serbian    | 55. Ukrainian  |
| 30. Korean     | 43. Sinhala    | 56. Urdu       |
| 31. Lao        | 44. Slovak     | 57. Vietnamese |
| 32. Lithuanian | 45. Somali     | 58. Yiddish    |
| 33. Malayalam  | 46. Spanish    | 59. Yoruba     |
| 34. Marathi    | 47. Swahili    |                |

The *language glossary* contains commonly used census terms that are translated. This will allow for consistent use of terminology that matches what the census uses and minimizes the occasion for when someone needs to translate on the spot.

The *language identification card* is used by field interviewers. If a field interviewer knocks on a door and encounters a non-English speaker, they can show this card which shows a short message in 59 non-English languages. After the resident identifies the language they speak, the field interviewer can take this back to the office to find an interpreter.

The *language guides*, provided in video and print, walk through the online form and paper form. This will be housed on the Census Bureau’s website and will also be printed for Census Bureau partnership events.

## Language Assistance from Asian Americans Advancing Justice

The Asian Americans Advancing Justice translations plan for GOTC factsheets includes the following languages:

- |                          |                 |                |
|--------------------------|-----------------|----------------|
| 1. Chamorro              | 9. Japanese     | 17. Samoan     |
| 2. Chinese - Simplified  | 10. Khmer       | 18. Tagalog    |
| 3. Chinese - Traditional | 11. Korean      | 19. Thai       |
| 4. Chuukese              | 12. Lao         | 20. Tongan     |
| 5. Gujarati              | 13. Marshallese | 21. Urdu       |
| 6. Hawaiian              | 14. Nepali      | 22. Vakaviti   |
| 7. Hindi                 | 15. Palauan     | 23. Vietnamese |
| 8. Hmong                 | 16. Punjabi     |                |

You can find our translated resources at [www.CountUsIn2020.org/resources](http://www.CountUsIn2020.org/resources) and [www.CountUsIn2020.org/NHPI](http://www.CountUsIn2020.org/NHPI). There are translations available in additional languages through our partners. You can find additional partner resources at [www.CountUsIn2020.org/partner-resources](http://www.CountUsIn2020.org/partner-resources).

Questions? Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.

# Making Your Voice Heard

## How to Get the Message Out Through the Media

When you need to reach a large audience and get your message out quickly, the media can be your biggest ally. The media can help you reach more people and even help you get to a targeted group of people if necessary. What you convey to those viewers, listeners, and readers will be the difference between getting them to participate in the census or not.

In an age of multiple news outlets and competing issues for media attention, you have to become a well-informed expert, trusted media source, and a savvy strategist to get the attention that you deserve, whether it is at the national or local level. The information that follows in this portion of the toolkit is designed to help guide you with key messages that encourage participation in the census, how to conduct outreach to the media, and how to prepare for your moment in the spotlight. Use these resources, templates, and examples included as a guide to create your own local messaging or to adapt our national messaging for your use.

## Census Talking Points

- The Constitution mandates that **every** person living in the U.S. must be counted through the census every ten years, not just citizens. The census has nine questions on the form and none of them ask about status.
- Census data are critical to our future, our children's future, and the next generation. The 2020 Census is our only chance in the next ten years to get a full and accurate count of our communities and understanding of how and where our population is growing.
- We have the strongest legal protections in the history of the census for making sure our personal information is kept confidential and secure.
- Census is about money and power. 1.5 trillion dollars in federal funds are allocated to states and localities annually on the basis of census data.
- We need to make sure that we talk about the census repeatedly to our family, friends, and neighbors. Having one extra person or ten extra families fill out the census form makes a huge difference for our communities because it translates into life-changing benefits for each of us.
- More than 22 million Asian Americans and nearly 1.6 million NHPs live in the U.S. Our communities are the fastest growing in the country: the nation's Asian American and NHP populations grew 25.5 percent and 17.3 percent respectively between 2010 and 2017, with most of that growth attributable to immigration.
- Among racial groups, Asian Americans have among the highest levels of limited-English proficiency; over a third of Asian Americans and 13.5 percent of NHP are LEP. The success of the 2020 Census depends on the full participation and cooperation of all segments of the American people, including immigrant communities and those who are limited-English proficient (LEP).

## Census Messaging Research

### Census Messaging Research Topline

Target Audience(s): Asian Americans, Native Hawaiians, and Pacific Islanders

Two Phases: Ten focus groups and online survey of nearly 1,600 respondents

Key Takeaways:

- **Knowledge:**
  - A majority (55 percent) of AANHPIs have not heard anything about the 2020 Census.
  - Knowledge of the 2020 Census is highest among Indian Americans and Korean Americans but still less than a majority, while it is lowest among Japanese Americans and NHPIs.
  - Knowledge of the upcoming census is highest among younger AANHPIs and first or second-generation immigrants.
- **Participation:**
  - Very few see themselves using the door-to-door option or the call-in number. AANHPIs say they are most likely to complete the census using the online option or by returning the paper form.
  - Among those who shift towards becoming more likely to complete the census after messaging, “my community needs resources and government services” rates highest.
  - The top reasons for participating in the census highlight the importance of getting an equal and fair share of resources and government services for your family and community.
- **Preferred Communication Methods:**
  - While AANHPIs strongly prefer the paper form and online options, those concerned about the coverage and ordeal of the citizenship question are more likely to use the paper option.
  - Vietnamese Americans are particularly responsive to the option of completing the census online in-language, while NHPIs, Indian Americans, and Korean Americans prefer the paper form.
  - Communicating with AANHPIs, particularly women and those under 45, is important to ensuring fair and accurate representation in 2020.
- **Trusted Messengers:**
  - Friends and Family, including Seniors and Elders
  - News Media, including Community Newspapers
  - Children’s School, including Teachers and School Officials
  - Local Public Health Officials, including Doctors and Nurses
  - Personal Social Media Networks

AANHPIs are a diverse group of people, spanning a wide variety of countries-of-origin and thus many different cultures. This diversity is important to keep in mind when spreading the word about the census. We found through our research that certain messages appeal to different AANHPIs ethnic groups better than other messages. The same applies to regional groups of AANHPIs across the U.S.

Below are breakdowns of what kind of motivational census messaging is most effective in eliciting the best response from various ethnic groups and regional groups amongst the AANHPI community, along with messaging that resonates with all AANHPIs.

## Overall Messaging

AANHPIs overall respond to messaging that emphasizes the importance of filling out the census in order to **help their family and their children** to receive their **fair share of resources and government services**. Below are the messages we tested and how those break down in terms of support across ethnic group and by region of the country.

Among those who move towards participation after messaging, the Children Focus message is the most effective, with nearly half (48 percent) saying it is a very convincing reason to participate in the U.S. Census.

In the following sections, we show you each tested message, share which messages resonated with each ethnic group, and share which messages were effective by region of the country.

## Descriptions of Messages Used in Focus Group and Online Survey Research

### MOST EFFECTIVE MESSAGES TESTED ACROSS AANHPI COMMUNITIES

**Family** – Census data is critical to our families' future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our families need to get a good start and be successful.

**Family (Children Focus)** – Census data is critical to our children's future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our children need to get a good start and be successful.

**Resources** – Census data is used to determine not only federal government funding for programs and services, but businesses also use it to decide where to invest and create jobs. Filling out the census makes sure that you, your family, and your community get a fair shot at those resources.

**Helped in Past** – The 2010 census showed that in one major city, the Asian American community had doubled in the previous ten years. This led to a 50 million dollar increase in federal dollars for schools, hospitals, and services for our kids. Filling out the census can have real benefits for our community.

### OTHER MESSAGES TESTED ACROSS AANHPI COMMUNITIES

**Visible** – We want to make sure that Asian American communities, which are growing every day, are not invisible. Filling out the census will ensure our community is counted, heard, and visible.



**Voice Heard** – The census is an important way to make sure that you and your family’s voice is heard. Making sure you are counted by participating in the census can ensure your entire community is recognized and counted by our leaders.

**Visible (Pacific Islander)** – We want to make sure that Asian American and Pacific Islander communities, which are growing every day, are not invisible. Filling out the census will ensure our community is counted, heard, and visible.

**Representation** – Filling out the census ensures that you are represented in elections. In the ten years since the last census in 2010, your community has changed a lot, and filling out the census is critical to making sure you have equal representation in government.

**Duty** – Participation in the census is required by the Constitution, and it is everyone’s civic duty to make sure we have equal and accurate representation by completing the census. We should all follow the law and participate in the census.

**Protected by Law** – Concerned about responding to the census? Participation in the census is required by law but your answers are protected by Title 13, the strongest privacy laws on the books.

**Privacy** – When you receive the census form in the mail, promptly completing it at home (by mail, telephone, or online) will give you the privacy and convenience you deserve, and also make sure that no census-takers come to your home if you haven’t filled out the form.

**Being American** – Filling out the census every 10 years is just part of being an American. By filling out the form and making your voice heard, you will more fully participate in our democracy and community and join a long-standing American tradition.

**Protected by Law – Fighting for You** – Concerned about responding to the census? Participation in the census is required by law but your answers are protected by Title 13, the strongest privacy laws on the books. And there are people ready to litigate on your behalf to protect your privacy.

**Stand Up for Community** – People trying to divide and discriminate against our community are counting on us not to participate in the census. Filling out the census is a way to stand up, be counted, and say no to racism and discrimination.

**Understand Our Needs** – Completing the census is about more than communicating with our leaders. It provides valuable information to all other Americans, helping them understand our community, our needs, and our valuable contributions to this country.

As each of you begins to craft your materials to meet the needs of your local audiences, you may find the information below helpful in tailoring your materials based on the specific audience or geographic region. Below is a brief snapshot of the messages that resonated in focus groups or the online survey by ethnic subgroup. Consider using this information to make sure you get the right messages in front of the right audiences.

## Top Focus Group Messages by Ethnic Group

**Chinese Americans** | Duty, Helped in Past, Protected by Law

**Indian Americans (Urdu-speaking)** | Duty, Resources, Stand Up for Community

**Indian Americans (Hindi-speaking)** | Representation, Stand Up for Community, Helped in Past

**Korean Americans** | Representation, Being American, Visible

**Vietnamese Americans** | Understand Our Needs, Being American, Family

**Cambodian Americans** | Representation, Being American, Visible

**Hmong Americans** | Resources, Visible, Protected by Law

## Top Online Survey Messages by Ethnic Group

**Chinese Americans** | Family, Resources, Visible

**Indian Americans** | Family/Children, Visible, Resources

**Korean Americans** | Family, Helped in Past, Resources

**Japanese Americans** | Family, Helped in Past, Visible

**Vietnamese Americans** | Family/Children, Voice Heard, Resources

**Filipino Americans** | Family/Children, Resources, Visible

**Native Hawaiians and Pacific Islanders** | Visible, Stand Up for Community, Voice Heard

## Top Online Survey Messages by Region

**Northeast** | Family, Resources, Being American

**Midwest** | Visible, Protected by Law, Family

**South** | Family/Children, Resources, Protected by Law

**West** | Family/Children, Helped in Past, Resources

## How to Write a Press Release

A press release is an official statement issued to newspapers giving information on a particular matter. Some options for when to issue a press release include notable dates (e.g., April 1, 2020) or if you have important new research to share about the census. Reporters often skim these releases, so it is important to follow the rules of press release writing to grab their attention and get them to read further.

1. Find your hook/angle.
2. Write your headline. Your headline should grab attention and entice the reader.
3. Write your lead paragraph with the most important information.
4. Write 2-5 paragraphs for the body of the release with supporting details.
5. Include quotes from your key spokesperson.
6. Include the contact information of your communications person or the point of contact in your organization.
7. Include your boilerplate, which explains your organization and its mission.

## How to Write an Op-Ed

The opinion pages are among the best-read sections of any newspaper publication. In addition to the general public, some of the most attentive readers of these pages are decision makers in government, corporations, and nonprofit institutions. The opinion pages are one of the best opportunities for nonprofits to place an issue in the public eye with its

own unique perspective. It's important to note that some ethnic media will translate op-eds for their papers. Consider pitching the idea to these editors.

**Keep it short and under 750 words.** Very few newspaper outlets allow for more than a 750-word op-ed. Shorter is often better. Vary the length of your sentences for better readability. Editors may pass on your piece if it is too long and wordy.

**Make a single point - well.** Recognize that your job is to present one issue, educate them, and ask for action if appropriate. Be concise by making a single point clearly and persuasively. Come down hard on one side of the argument, and never equivocate. You must be able to explain your message in a sentence or two, otherwise, you are trying to cover too much in your op-ed.

**Make your main point quickly, and up top.** You have only 10 seconds to hook a busy reader, so get to the point in an interesting way – make the reader feel it is worth their time to continue reading.

**Explain to readers why they should care.** Identify the counter-argument and refute it with facts. At the end of every few paragraphs, ask out loud: "So what? Who cares?" You need to answer these questions. Explain how your suggestions might affect the readers.

**Consider the audience and localize it.** If you are trying for a regional outlet, include local data and examples, especially if you do not have a personal connection to the area. Use personal stories if you are from the area. People remember colorful details better than dry facts. When writing an op-ed article, look for great examples that will bring your argument to life.

**Provide an opinion; offer specific recommendations.** An op-ed is NOT a straight news piece. You need to have an opinion and you need to state it clearly and upfront. Then, you need to offer concrete, real recommendations. You will need to do more than call for "more research!" or suggest that opposing parties work out their differences.

**Avoid jargon, use the active voice, and do not use big words.** If a technical detail is not essential to your argument, do not use it. When in doubt, leave it out. Simple language does not mean simple thinking; it means you are being considerate of readers who lack your expertise.

**Do not make point-by-point rebuttals.** If you have written your article as a response another piece that made you angry, avoid the temptation to prepare a point-by-point rebuttal. It seems petty. It is likely that readers did not see the earlier article and, if they did, they have probably forgotten it. Focus on arguing your own case.

**End with a winning paragraph.** You are probably familiar with the importance of a strong opening paragraph, or "lead," that hooks readers. But when writing for the op-ed page, it is also important to summarize your argument in a strong final paragraph. That is because many casual readers scan the headline, skim the opening column and then read only the final paragraph and byline. In fact, one trick many columnists use is to conclude with a phrase or thought that they used in the opening, thereby closing the circle.

**Consider your timing.** If the issue or a related subject has been in the news lately, or if you are responding to a particular article, then the background of your piece will be well laid out, and it will increase your chances of getting in. However, in some cases, something may

be going on below the public radar that should be in the news but has not yet reached them. So, sometimes an op-ed helps to break the news itself. Occasionally if your op-ed does not break new ground, you may be able to find something current to tie it to: a holiday, anniversary, election, upcoming conference, report, a vote in Congress, or pending action by local or state government.

**How to submit an article.** Consider where to submit your piece. Most outlets will want an op-ed exclusively. In general, you should submit to one publication at a time. Check the outlet's submission guidelines. It is important to follow op-ed guidelines for submission and only submit to one publication at a time. Keep in mind that it can take up to 48 hours or longer to get a response.

When sending the email to the editor, remember to be succinct in your explanation of why you are qualified to write this piece, why the issue is important (be brief), and why readers would care. Include a brief bio, along with your phone number, email address, and mailing address at the bottom. Some ethnic media will translate op-eds for their papers. Consider pitching the idea to these editors.

If your piece is very timely, it is acceptable to tell the editor that if you do not hear back within a certain timeframe, you will submit to another outlet. Quite often, you will not be notified if your op-ed is rejected so it is also generally acceptable to give a time limit. If your op-ed does not get accepted, but is a topic of current concern, and you do not want to try another venue, it is a good idea to try some other options.

1. Make it a blog and share it with reporters covering that issue and with your constituents.
2. Shorten it and resubmit it as a letter to the editor. You get less space—but it is still high visibility.
3. Create a video from your content and share your online and social media pages.

## How to Write a Letter to the Editor (LTE)

Writing a letter to the editor is a powerful way to make your voice heard in the media. Readers tend to pay attention to LTEs as they provide deep insight into their neighbors' and friends' positions. People also pay attention when an LTE is written by someone they know. Policymakers also take notice as the letters are a good gauge of their constituents' views. An LTE is an effective community discussion forum that airs points-of-view that otherwise might not be heard.

When submitting an LTE, target your local newspaper and reference a particular news article, editorial, or local column on the same topic as you wish to discuss. Each paper has its LTE submission policy, which can usually be found on the paper's website or opinion page. Following the publication's guidelines closely increases the chance of getting published. Always obey the maximum letter length, provide all the information required for submission, mind the frequency with which your letters can be published (most papers have a limit), know if the paper only takes "exclusive" submissions (you cannot send the same letter for publications to more than one outlet), and know the submissions process. Generally, letters should be no longer than 250 words. Including accurate contact information is crucial as papers usually verify authorship before publishing the LTE. Not returning a paper's verification call promptly may jeopardize your chances of seeing it printed.

Draw upon the themes and messages outlined below or in this toolkit’s “Making Your Voice Heard” section, but tailor your letter to your situation—a personal experience, a local happening, etc. Below is a template to use when drafting your own letter.

## Sample Letter to the Editor:

*The 2020 Census is upon us, and counting all Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) should be the number one priority for our communities.*

*Historically, AANHPIs, who make up about 6.8 percent of the U.S. population, have been among the communities that have been undercounted. In 2020, we want to ensure that we are counted fairly and accurately.*

*The decennial census determines how over \$1.5 trillion of federal funding will be allocated to states annually. This funding goes to the Supplemental Nutrition Assistance Program (SNAP), education programs such as Title I and Head Start, medical care such as Medicaid, highway planning and construction, child care services, low income housing programs, and more.*

*The census is also important in negating the model minority myth that many people are unaware of. The myth suggests the stereotype that Asian Americans, Native Hawaiians, and Pacific Islanders are part of a group that are all highly educated and highly successful, a model to which other racial minorities should aspire. This of course is untrue, as Asian Americans, Native Hawaiians, and Pacific Islanders are a large and diverse group of populations with varying socioeconomic backgrounds. Therefore, it is vital that all subgroups within our diverse AANHPI community fill out the census so the federal government can determine the disparities between groups (such as Tongan and Burmese communities) and allocate the appropriate funding to programs that will benefit specific groups the most.*

## How to Write a Blog Post

Blogs are an opportunity to provide a more conversational and personal perspective on a topic that allows you to connect directly with readers and a general audience. This direct connection to the reader is one of the main benefits of writing a blog. Blogs allow you to build trust with your readers and comment on current issues without relying on the news media to cover you and your issue. A blog post can be as long or as short as needed, including hyperlinks to any sources or stories that support your argument is essential. Blog postings should be memorable and catchy because you want your readers to interact with your content and share it with others. A typical blog post is somewhere between 500-800 words. Keep it casual. The tone of your blog is conversational like you are talking to a friend. Begin with a compelling introduction to grab the reader’s attention. Include a call-to-action at the end of the blog. It can be as simple as encouraging people to share the blog. Edit/proofread your post. See our blog at [www.CountUsIn2020.org/blog](http://www.CountUsIn2020.org/blog) for examples.

## Spokesperson Booking Memo

Booking experts in your organization for spots on news programs and drive-time radio is a great way to further your message's reach. A booking memo allows radio and television producers, who are always looking for experts to book, to know that your organization has someone (or someone affiliated with your organization) who can speak extensively about a given topic. The more experienced or high-level the person is, in addition to the newsworthiness of his or her area of expertise, the greater the likelihood of landing the interview.

There are several ways to attract attention to your organization's booking memo. Using titles and subtitles to draw the producer's attention is important, as demonstrated in the example below. Briefly include information about the subject, the organization, and the spokesperson in the memo. As a supplement, a brief biography of the person is incredibly helpful. In the memo, instruct producers to contact someone at your organization (not the expert being put forth) to set up an interview or receive more information. The contact person should be a press secretary or someone authorized to speak on-the-record for your organization.

Distribute the memo as you would a press release. Subsequent follow-up calls will remind recipients of the original booking memo and keep your organizations/expert fresh in their mind.

## Sample Booking Memo

*For Planning Purposes:*

*Contact: [NAME]*

*[DATA]*

*[PHONE NUMBER]*

*\*\*\*Media Availability\*\*\**

*Community Leader in [CITY] Available to Talk About the Importance of the AANHPI Communities Being Counted in the Census*

*[CITY, STATE]- Asian Americans are the fastest growing population in the United States, but more than 50 percent of population does not know about the upcoming 2020 Census. The decennial census is becoming increasingly important for the Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities. [COMMUNITY LEADER] is available for comment or interview on the topic. [COMMUNITY LEADER] is [BIO].*

*As the AANHPI population continues to grow and change, new data from the 2020 Census will serve as a vital tool to determine what specific government services and resources our communities need in [CITY].*

*The decennial census is used to allocate more than \$1.5 trillion of federal funding annually to state, local, and tribal governments. It is used to distribute funding for education programs, medical care, social services, road and highway infrastructure, and housing programs, which are all crucial for AANHPI families.*

*As a population that has historically been undercounted, leaders are urging AANHPI communities to fill out the census, whether they do it online, on the phone, or through the paper form. Ensuring a fair and accurate count is the best way the AANHPI communities can inform leaders how much federal funding is essential for their communities.*

*To set up an interview with [SPOKESPERSON], please contact [NAME] at [PHONE NUMBER] or [EMAIL].*

## How to Write a Public Service Announcement (PSA)

Public Service Announcements (PSAs) are free, non-commercial spots on television or radio used to alert people about a program or issue vital to the public interest. AANHPI communities should use PSAs to explain the impact of the census data on local communities, raise awareness about the 2020 Census, and encourage AANHPI participation. Visit the Census Bureau's PSA Toolkit at [www.2020census.gov/en/partners/psa-toolkit.html](http://www.2020census.gov/en/partners/psa-toolkit.html).

To view our 2020 Census PSA, see it on YouTube at <http://bit.ly/canwecountonyou>. You can also download it at [bit.ly/2020censusgraphics](http://bit.ly/2020censusgraphics).

## Sample PSAs:

**60-second:** *The decennial census is used to allocate more than \$1.5 trillion of federal funding annually to state, local, and tribal governments, making it crucial that Asian American, Native Hawaiian, and Pacific Islander communities fill it out to receive necessary government resources. Our communities must be counted fairly and accurately so our families have access to essential government services such as educational programs, medical care, road and highway infrastructure, and housing. The census is easy to fill out, with options to respond online, on the phone, or through the mail. Language assistance will also be offered to people in 59 non-English languages, including Chinese, Korean, Hindi, Vietnamese, and several other Asian languages. Make sure your family and children have a voice when federal funding is distributed. To learn more, please visit [www.CountUsIn2020.org](http://www.CountUsIn2020.org).*

**30-second:** *The decennial census is used to allocate more than \$1.5 trillion of federal funding annually to state, local, and tribal governments, making it crucial that Asian American, Native Hawaiian, and Pacific Islander communities fill it out to receive necessary government resources. Our communities must be counted fairly and accurately so our families have access to essential government services such as educational programs, medical care, road and highway infrastructure, and housing. The census is easy to fill out, with options to respond online, on the phone, or through the mail. Make sure your family and children have a voice when federal funding is distributed. To learn more, please visit [www.CountUsIn2020.org](http://www.CountUsIn2020.org).*

**15-second:** *The decennial census is used to allocate more than \$1.5 trillion in federal funding annually, making it crucial that Asian American, Native Hawaiian, and Pacific Islander communities fill it out to receive necessary resources. You can respond online, on the phone, or through the mail. Make sure your family and children have a voice when federal funding is distributed. To learn more, please visit [www.CountUsIn2020.org](http://www.CountUsIn2020.org).*

## Ethnic Media Drop-in Article

Busy journalists and ethnic media outlets are looking for well-written content and you need to place that content in order to expand your reach and create national exposure. One option to consider is writing a drop-in article (also known as a mat release). It is a consumer-friendly article that appears in newspapers, magazines, and online news sites nationwide.

### Sample Article on Participation:

#### **Participate in Census 2020!**

*The 2020 U.S. Census is the 24<sup>th</sup> U.S. census and will be critical to our democracy and communities. As required by the U.S. Constitution, a census of all persons living in the country is conducted every 10 years. Here are some reasons why the census is so important and why you should participate.*

#### **The census data shift political power between states**

*Census data are collected every 10 years and used to divide up the seats in Congress among states and to draw congressional district lines. Lawmakers also use the data to draw district boundaries within states, which means census data can also influence state legislative districts, City Councils, and school boards. Undercounted states and communities will lose their political voice and influence.*

#### **The census data decide where the money goes**

*The federal and state governments base a large amount of their spending on census data. Much of the allocated funds go to lower-income families, student aid, and school lunch programs. Businesses also make decisions about service and goods distribution based on census data. Being undercounted means losing concrete funding and resources for our communities.*

---

What we should do	Participate in the 2020 Census
	Share this article with others
	Encourage people around you to participate in Census 2020!

---

#### **All sorts of research depend on census data**

*Scientists use census data to analyze spread of diseases and population health concerns. Public health officials base policies on the research results. Economic and social research is often based on the federal census data, and the inaccurate data skew the scientific research for the next decades to come. Inaccurate data can cause major issues with other areas such as road improvements, bus and subway systems, and business development.*



### ***It is required by the Constitution***

*Response to the decennial census is required by law and there are penalties for not answering (\$100 fine). This rule is seldom enforced, but the Census Bureau strongly encourages full participation in the census. It is also everyone's civic duty to participate and fill out the decennial census for the proper functioning of governmental bodies, democracy, and our communities.*

### ***The census data benefit individuals directly too***

*For individuals, the census is one of the ways that we can inform government decision making through data. The results of 2020 Census will be released in 2021, and the public will have complete access to non-personally identifiable data free of charge. With the accurate information, individuals can also be better informed about buying a home, job relocation, or starting their own business.*

*A census is about knowing ourselves and our society, gaining knowledge to create a better life for all. To that end, participating in the census is a necessary step. For more facts about the 2020 Census, please visit [www.CountUsIn2020.org](http://www.CountUsIn2020.org).*

## **Tips for Dealing with the Media**

We are in a 24-hour news cycle, and there are so many outlets out there that it can seem overwhelming when doing outreach. Here are a few things to keep in mind when considering contact with the media. Journalists respond to pitch stories, including those with:

- Novelty
- Shock value
- Conflict/controversy
- New data
- First-person story account
- Social issues or prominent public figure
- News stories about an event (protests/rallies)
- Local impact

Here are a few things to keep in mind when dealing with the media. Reporters are busy people and are always on deadline. They must be a quick study, so it is important for you to learn about their process, how they work, and what pressures/constraints they work under. It is important for you to consume media constantly by reading newspapers, watching television, listening to the radio, and reading websites. Consuming media will help you to figure out which reporters to approach because over time you can track who is influential and who can communicate your story. Based on feedback from reporters, they encourage email pitches and a follow up via phone 24-48 hours later. Avoid media outlets who are not providing fair and balanced coverage or who are speaking to an opposition audience.

## **Ethnic Media**

- They are usually under-staffed, so the more information you can provide, the better.
- Essentially, do the reporting for them. They do not have time to do a lot of original reporting or heavy lifting. The more you do, the more “complete” the information you provide, the more likely they are to run a story.
- This means give them all the facts and figures and quotes they could want. Give them names and numbers of all relevant players in your story.

- Know their audience. When choosing which paper to approach, think about the topic and who it most directly affects. Of course, when you are dealing with something broad like the census, then you can pitch any and all ethnic media.
- Finally, if you write a press release in news story format, a lot of the papers will run your release, sometimes even verbatim, as a story.

Know the **timeliness** of your related story. For example, how is census being handled or talked about in the news today? Look for angles where you can provide context or a differing viewpoint.

- **Use a “Hook”** – what is it that creates interest in a story?
- **Feature stories** – involve human interest
- **Community news** – local events and activities, a prominent speaker invited to an event
- **Filler story** – could provide context info for a certain program
- **Creating a newsworthy story** – bring local flavor to the national story (*example: new legislation with potential local impact*)

## Are You Ready for Your Close-up?

Once a media outlet is interested, it is important to get ready for your interview. Follow these quick tips to make your interview a success.

- Identify the appropriate spokesperson. If you do not speak the language of the ethnic media outlet, find someone who does.
- Identify one to three key messages you want to get across.
- Use facts to support your message.
- Use data to back up points, but not too much (each additional number causes the brain to work harder).
- Express data in simple terms.
  - 50 percent
  - 2 out of 3
- Keep answers short and simple.
- Reinforce the message at least once.
- Try to repeat message at the end.
- Take a breath/slight pause before responding.
- Look for opportunities to plant soundbites (a short extract from a recorded interview, chosen for its pungency or appropriateness).
  - Keep them short/digestible.
  - Have more than one soundbite ready.

## How to Deal with Difficult Questions

Remember to pause and breathe before you answer tough questions. You can still control the interview if you do the following:

- Give the “real answer” in 10 seconds or less.
- Do not lie or fake an answer.
  - If you do not know an answer, offer to follow up with that information.
- Bridge back to your messages.
- Avoid repeating any negative words or assumptions.
- Do not rebut false premises before bridging to the positive.
- Stick to the positive.

## Social Media Sub-Toolkit

The fast-approaching 2020 Census is an excellent opportunity to harness the power of social media. We have put together some tips and tricks, plus some ready-to-use content so that we can make the most of social media for the 2020 Census.

### Using Social Media to Connect with Your Community

Before engaging on social media, remember your audience and remember that you know best how to communicate with your community. Observe what communication channels they use daily, whether it be Facebook, Instagram, WeChat, Snapchat, LINE, or WhatsApp. You have the power to tailor your messages in a way your community understands best.

### Tips for Engagement

There are six “E’s” of engagement. Use this framework to find different ways to interact.

- **Educate:** What is your audience curious about? Examples include explainer videos and “did you know?” content.
- **Elevate:** What makes your audience look important to others? Examples include spotlights.
- **Empower:** What makes your audience feel powerful? Examples include asking for their input, quizzes, and polls.
- **Ease:** What concerns does your audience have? Examples include step-by-step videos and Q&A.
- **Entice:** What gives them a fear of missing out? Examples include a headline that requires clicking for the full answer or something that is urgent or time-based.
- **Entertain:** What catches their attention? Examples include visually appealing graphics, gifs, and memes.

### Creating a Content Calendar

A content calendar is useful in making note of key and seasonal events and planning a schedule of what to post and when. You can even use the key dates mentioned in this toolkit. You can develop a calendar using Excel or Google spreadsheets.

What to include in a content calendar:

- Date
- Time
- Text to post
- Link
- Multimedia link
- Character count (for Twitter)

If you need more help in getting started, you can download content calendar templates from Hootsuite.

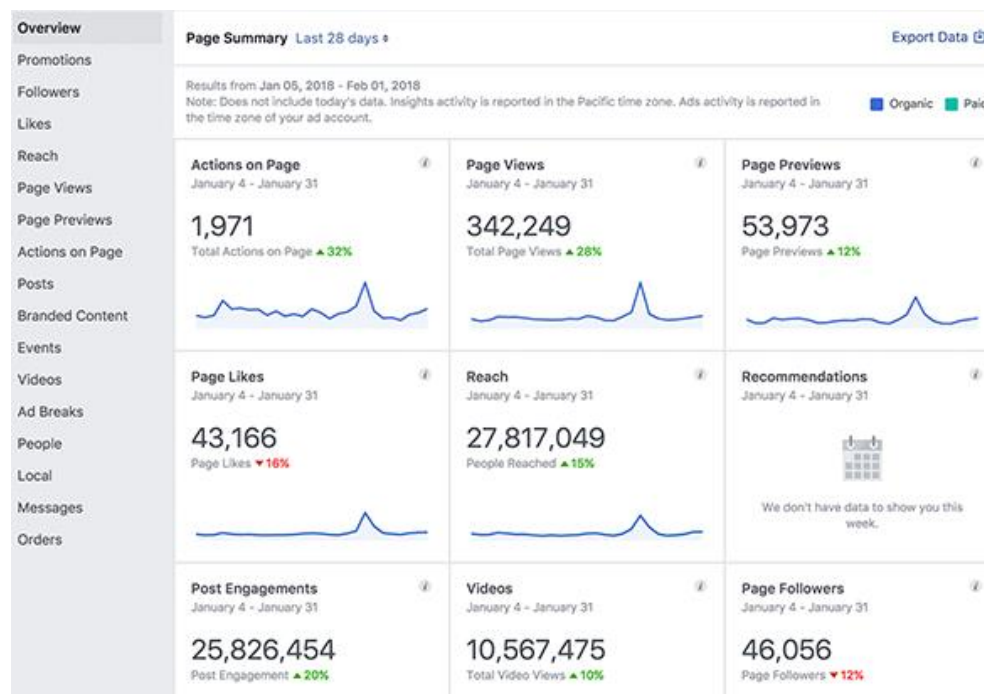
# Facebook

## How to Engage on Facebook

With more than two billion users, there is no question that messages have the potential to go far when you put them on Facebook. Here are some tips for Facebook engagement:

- In general, keep posts short and let the content speak for itself.
- When scheduling posts of articles or links, be sure to remove the long link and leave only the link preview.
- Vary your content between original content, blog and article links, photos, videos, and more.
- Facebook Groups are getting a lot of visibility and traction as a way for smaller groups to connect on a topic of interest. Assess if this is a way your community wants to get engaged in. Learn more at [www.facebook.com/groups](http://www.facebook.com/groups)

## Measuring Success on Facebook



When you are logged on to your organization’s Facebook page, you can access “Insights” under the fourth tab on the screen. Using Facebook insights can help you determine what the best days and times are to post your content. You will also be able to see which of your posts performed well. On the “Posts” tabs on the left-hand side of your Insights page, you will be able to see how well each of your posts performed and whether links, photos, or videos garner the most attention on your page.

## Twitter

### How to Engage on Twitter

With over 1.3 billion accounts and 139 million daily users, Twitter is an incredibly powerful tool for raising political awareness and starting conversations. By creating engaging tweets, we can generate a conversation around the 2020 Census and encourage people to send in their forms, so they can receive government funding and representation based on an accurate census count.

When tweeting, be sure to remember the following tips to maximize your engagement.

- Keep it short. People scroll quickly on Twitter and are unlikely to stop and read a long tweet. Short tweets are more likely to be read and thus more likely to receive higher engagement.
- Do not be afraid to ask for retweets. Especially with the census, we are striving to increase awareness of the census and promote participation.
- Engage with people. Take the time to generate conversations with people when possible and like the responses and retweets you get to show appreciation to your audience. It goes a long way and creates a relationship with each follower that encourages them to continue to interact with you.
- Use hashtags or start your own.

### How-to: Tweetdeck

Programs like Tweetdeck make it easier to schedule tweets to go out at certain times and keep track of hashtags and Twitter lists all on one screen. There are several free programs that also allow you to schedule tweets, such as Hootsuite.

Here is how to get started:

- Go to [tweetdeck.twitter.com](https://tweetdeck.twitter.com).
- Log in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.
- Once you are logged in, you can connect multiple Twitter accounts to your Tweetdeck account.
- Use the left sidebar to customize your Tweetdeck feeds. You can add lists, hashtags to follow, and more.

### How to Do a Twitterstorm or Twitter Town Hall

**Twitterstorm:** A Twitterstorm is typically an hour-long digital action where different organizations or individuals post similar messaging about one topic.

**A Twitter Chat or Twitter Town Hall** consists of questions and answers. The lead, or anchor, organization posts the questions and participants provide answers to the questions, usually within a one-hour time frame.

Each digital action requires thoughtful planning. Here is an example of a step-by-step plan:

- 1) Determine the goal of your Twitterstorm or Twitter Town Hall with your organization or partner organizations.

- 2) Determine timing of the action. Is there a specific hook, such as a holiday or deadline, you can base the Twitterstorm or Twitter Town Hall around?
- 3) With your team, divide up roles and compile all the lead partner organizations' Twitter handles. Who will make graphics? Who will draft the tweets and posts?
- 4) Set a timeline for when to have the final products for the Twitterstorm.
- 5) Promote the Twitterstorm at least a few days in advance via social media and relevant listservs.
- 6) Schedule tweets ahead of time.
- 7) During the Twitterstorm, monitor content and hashtags, and retweet or respond to content by participants.
- 8) Thank participants and report back on your success. For instance, go to Twitter analytics at [analytics.twitter.com](https://analytics.twitter.com) and see how much engagement your posts received. Use free tools such as [Keyhole.co](https://keyhole.co) to track the engagement of your hashtag. Remember to look at the data within a week of the Twitterstorm. Often, when using the free tools, data may not be available after a certain amount of time.
- 9) Always debrief and celebrate your successes and acknowledge areas of improvement for next time.

## Twitter Content

Including images in tweets attracts more attention to them. We created some fun census-themed memes and graphics for everyone to use!

For sample images, which include graphics and memes, go to [bit.ly/2020censusgraphics](https://bit.ly/2020censusgraphics).

## Sample Tweets

- More than \$1.5 trillion in federal funding is allocated yearly to communities for schools, roads, and hospitals. Get your slice of the government funding pie by filling out the census this year. Learn more: [CountUsIn2020.org](https://CountUsIn2020.org) #2020Census #CountUsIn2020
- #2020Census determines (POLL)
  - Representation in Congress for my community
  - Government funding for my community
  - All of the above (and more)
- Communities of color are underrepresented in the census. Encourage your friends of color to fill theirs out and offer to help translate if necessary. [CountUsIn2020.org](https://CountUsIn2020.org) #CountUsIn2020
- The AANHPI community has lost of hundreds of thousands of dollars in government funding due to underrepresentation in the census. This year let's band together and fill out the census. Let America know we're here and we count. #CountUsIn2020
- Want more from America? Fill out the #2020Census and let America know there are more of us. Take Action: [CountUsIn2020.org](https://CountUsIn2020.org) #CountUsIn2020
- Know someone whose first language is not English? Let them know that the Census Bureau has bilingual assistance. Help them get counted this #2020Census so their voices can be heard. Get resources: [CountUsIn2020.org](https://CountUsIn2020.org) #CountUsIn2020
- The census determines how government funding is split up among communities and the makeup of Congress. Fill out your census. It matters and everyone counts. [CountUsIn2020.org](https://CountUsIn2020.org) #2020Census
- For March 2020:

- The #2020Census is here. Have you filled out your census yet? (INSERT POLL)
- Yes!
- Not yet, but I'm planning to!

## Measuring Success on Twitter

Aug 2018 · 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 29.6K impressions

The public comment period for the **#2020Census** citizenship question is closing in 7 days and so is your window to have your voice heard. Submit your comment here to **#SaveTheCensus**: [bit.ly/AANHPICensusFRN](http://bit.ly/AANHPICensusFRN)  
[pic.twitter.com/hZwP4LKlq](http://pic.twitter.com/hZwP4LKlq)



**Days Left to #SaveTheCensus**

1 55 39

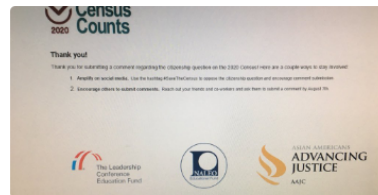
[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 102 engagements

**Tiffany Hsieh**  
[@thatshaycrayy](https://twitter.com/thatshaycrayy) · Aug 7

Submitted my public comment to **#SaveTheCensus!** Today is the LAST day to tell the government why the **#citizenship** question is bad for the **#census** and bad for our communities! Make sure your voice is heard and go to [censuscounts.org](http://censuscounts.org).  
[@civilrightsorg](https://twitter.com/civilrightsorg) [@AAAJ\\_AAJC](https://twitter.com/AAAJ_AAJC) [@NALEO](https://twitter.com/NALEO)  
[pic.twitter.com/4W6GP1laEq](http://pic.twitter.com/4W6GP1laEq)



4 9 19

[View Tweet](#)

### AUG 2018 SUMMARY

Tweets **86** Tweet impressions **236K**

Profile visits **5,229** Mentions **329**

New followers **55**

Always follow up after a campaign to measure how successful it was. This way, you can see what worked and what did not to improve in the future. For Twitter, you can go to [www.analytics.twitter.com](http://www.analytics.twitter.com) to see a complete breakdown of your activity, audience, and more over a select period of time.

What to measure:

- Total tweets using the campaign hashtag(s)
- Total impressions across all tweets
- Average amount of impressions per tweet
- Total likes and retweets across all tweets
- Average number of like and retweets per tweet
- Total engagements (total replies, retweets, follows, likes, clicks on a Tweet, hashtags, links, downloads, profile photo, across all tweets)
- Average number of interactions per tweet

Depending on the campaign and content of your campaign, you may want to measure other analytics as well. This article does a great job of breaking down different useful metrics for Twitter campaigns: [bit.ly/twittersuccessguide](http://bit.ly/twittersuccessguide).

## Instagram

Instagram is typically viewed as a place to share beautiful images, but it is also an incredible tool for encouraging civic engagement. With in-feed posts, Instagram stories, livestreaming, and IGTV, Instagram offers a variety of ways to educate people about the census and encourage them to fill theirs out and send it back to the U.S. Census Bureau.

With over 250 million daily users, Instagram stories have become a great way for businesses to attract their consumers' attention. Why not use this same feature to educate? We have created an Instagram story in our graphics Google Drive ([bit.ly/2020censusgraphics](https://bit.ly/2020censusgraphics)) to educate people on the census and inspire them to participate. Feel free to use it as is or create a new one specific to your constituents. The last slide includes a call to action and invites people to pledge to fill out their census and tag their friends and encourage them to do the same.

As for in-feed posts, it is easy to repurpose ones you used for Twitter. We have created some Instagram-friendly versions of our tweets which are also in the graphics Google Drive ([bit.ly/2020censusgraphics](https://bit.ly/2020censusgraphics)). Promote engagement by posing questions to your audience and using appropriate hashtags to help your post get found. Be sure to include #2020Census! If you are worried about hashtags looking tacky in your caption, place them in the first comment after you post.

As with Twitter, be sure to return engagement by replying to comments and/or liking them. If people repost your stories and tag you, be sure to reply with a thanks or something along those lines. People reward organizations that engage with their audience with more engagement, which in turn helps us accomplish our mission of spreading awareness about the census and encourage participation.

### Sample Posts:

Sample posts can be found at [bit.ly/2020censusgraphics](https://bit.ly/2020censusgraphics).



## Measuring Success on Instagram



You can create a profile to be able to access insights on your reach and data on your audience, including location, gender, age, and what time of day your followers are most likely to be using Instagram.

Similar to Twitter, it is important to measure the success of your posts in order to improve in the future. Here are some basic stats to consider:

- Instagram stories
  - Number of views
  - Number of replies
  - Drop off rate (how many people did not watch the full story compared to the total amount of unique viewers)
  - Number of reposts (although if people fail to tag you or use the hashtag, this number can be inaccurate)
- Instagram posts
  - Impressions (number of times your post was viewed; only accessible to Instagram business accounts)
  - Number of likes
  - Number of comments
  - Engagement rate (total amount of likes and comments, divided by number of followers)

# Thank You

Thank you for your work to mobilize AANHPI communities around the 2020 Census. Census data are critical to ensuring our communities are able to thrive and directly affect how more than \$1.5 trillion in federal funding is allocated yearly to communities for schools, roads, and hospitals, as well as vital social programs such as Medicaid, Head Start, and the Supplemental Nutrition Assistance Program (SNAP). Census data are critical to our families' future and the next generation, and filling out the census has real benefits for our community. Only with your leadership, support, and partnership can we hope to achieve a fair and accurate count of our communities in 2020.

Do you have community education materials you want to share?

Can you translate materials into languages not included in our translations plan?

Have you created content for platforms like WeChat and LINE that you want amplified online?

Contact us at [census@advancingjustice-aaajc.org](mailto:census@advancingjustice-aaajc.org) to add your content to our 2020 Census website at [www.CountUsIn2020.org](http://www.CountUsIn2020.org).

Do you have questions? Call our census hotline at 844-2020-API for support in English and other languages. Visit [www.CountUsIn2020.org/hotline](http://www.CountUsIn2020.org/hotline) for more information.

Thank you for your partnership!