



HAPPY HOLIDAYS!

The 2020 Census is coming! It's on us to help our families participate and get resources for our community.

Give your family the gift of getting counted in the Census.

2020 CENSUS

#AAPI2020



2020 CENSUS

WHY THE CENSUS IS IMPORTANT FOR YOUR FAMILY

The Census determines where resources go: It impacts the schools our kids learn in, who we get to vote for, and what resources our communities have.

HERE'S WHAT YOU CAN SAY:

“

Family, have you heard about the Census? It's coming to the internet in April 2020! I'm talking about this early because our community is often left out. If we don't get counted in the Census, we won't get our fair share of more than **1.5 trillion dollars** that's spent on schools, hospitals, roads, jobs, and businesses. Let's make our voice heard!



SAMPLE TEXT SCRIPT:

HOLIDAY THEME

Hi Mom, let's make a New Year's resolution to take the Census in 2020. 🙌🙌 Have you heard about it yet?

No, what is it? 🙄🙄🙄

The Census happens every 10 years and it impacts \$1.5 trillion for our community! 👍

Hmm, when do we do it? 🤔

What about the citizenship question?

You'll get a letter from the Census in March. We can do it together online, by phone or mail. Citizenship question is GONE!! But we have to get our whole family counted, ok? 📧📧📧📧

Ok. sounds good! Let's go make a snowman together! 😊❤️

2020 CENSUS

#AAPI2020

SAMPLE TEXT SCRIPT: GENERAL

Hi Mom, have you heard about the Census? It's happening in April and it's super important! 🙌🙌

No, what is it? 🙄🙄🙄

The Census happens every 10 years and it impacts \$1.5 trillion for our community! 👍

Hmm, when do we do it? 🤔

What about the citizenship question?

You'll get a letter about the Census in March 2020. There is NO MORE citizenship question. But we still have to make sure we get counted.

Ok. sounds good! When are you coming home for dinner? 😊❤️

2020 CENSUS

#AAPI2020



2020 CENSUS

WHAT HAPPENS IF MY FAMILY DOESN'T GET COUNTED?

Medicare & Medicaid, health clinics, Pell grants, ESL classes, political representation, emergency preparedness, highways, etc. are all impacted by the Census. If you don't want your family to be left out of these services, then you need to get them counted.

HERE'S WHAT YOU CAN SAY:

“ Did you know that the **Census helps decide how money is spent** on Medicare and Medicaid, school funding, and road construction in our community? If we don't get counted in the Census, we might lose out.

[Ask your family members why these services are important - how does it help them? Share a story about what these programs do for you.]





2020 CENSUS

WHAT CAN YOU DO TO GET YOUR FAMILY COUNTED?

Now that you've shared these talking points with your family, it's time to make sure they get follow-ups to #GetCounted.

HERE'S WHAT YOU CAN SAY:

“

Hi fam, let's make a New Year's resolution to get counted in the Census. Take the Census Pledge with me and we'll get a reminder when the Census starts. Let's make this the resolution we keep in 2020!

[use your phone or laptop and go to

www.countusin2020.org/takeaction *and have everyone take the pledge right on the spot! You can also email or text them the link]*

 #AAPI2020

CENSUS Q&A

Got questions about the Census? We've got answers!

Q: What about the citizenship question?

A: The citizenship question will NOT be on the Census. You will not be asked about your citizenship status. Anti-immigrant groups tried to scare our communities away from participating in the Census but they failed.

Q: I'm afraid to fill out the Census.

A: I totally understand that. There are people who don't want AAPIs or immigrants to take the Census, because they want to take away our power and our voice. But if we don't get counted, we'll lose so much. Every person counted brings \$2,000 to \$4,000 for their community. **Avoiding the Census means losing out on this money, for the next 10 years.**

CENSUS Q&A (CONTINUED)

Q: When is the Census?

A: You will get a letter from the Census Bureau starting the week of March 12, 2020. You can go to the Census website or call the Census hotline anytime, both of which are available in English, Chinese, Vietnamese, Korean, Japanese, Tagalog, and 7 other languages. If you haven't responded by April, you will receive the paper form (available in English or Spanish only). If you don't respond by May, then a Census employee will visit your home to help you fill out your Census.

Q: What if I can't read English?

A: You can call the Census hotline starting April 2020. They will have people available who can speak Chinese, Korean, Vietnamese, Japanese, Tagalog, as well as Spanish, Arabic, French, Haitian Creole, Polish, Portuguese, and Russian. The Census website will also be available in these languages.

CENSUS Q&A (CONTINUED)

Q: How do I fill out the race question?

A: First, answer the question about Hispanic, Latino, or Spanish Origin. Then go to the next question and check the box next to your ethnicity, or check the box for "Other Asian" or "Other Pacific Islander" and write in your ethnicity. (e.g. Taiwanese, Pakistani, Tongan, Hmong). If you are multi-racial, check as many boxes as fit your answer.

Q: How do we count our family in the Census?

A: We need to count every person living with us on Census Day--April 1, 2020. That means new babies, toddlers, grandparents, and any of our cousins or aunties who will be staying with us. It's super important to make sure the entire household is counted, including renters or tenants.



2020 CENSUS

WHERE CAN I GO TO FIND MORE RESOURCES?

IN-LANGUAGE GUIDES ON HOW TO FILL OUT THE CENSUS

bit.ly/2020CensusLanguageGuide

TRANSLATIONS OF KEYWORDS

bit.ly/2020CensusLanguageGlossary

ADDITIONAL RESOURCES

www.apalnet.org/Census

www.CountUsIn2020.org

www.CensusCounts.org

www.CountAllKids.org

www.Census.gov/partners/toolkits

