2020 CENSUS
STORIES
FOR CHANGE

STORIES

QUOTES

INFOGRAPHICS

CENSUS COUNTS STORY ASSETS | VERSION 2

ALL ASSETS CAN BE ACCESSSED HERE
Stories for Change is an expanding and downloadable series of video stories, quote graphics, and infographics featuring storytellers and census advocates connecting census participation to a wide spectrum of advocacy, including racial justice, immigration, disability, labor, and faith.

Each featured participant speaks directly to their own communities on the opportunity the 2020 Census presents to claim the funding, resources, and political power communities deserve.

Stories for Change eases the burden on census digital organizers so they can keep their focus on getting people counted by employing authentic storytelling as a powerful organizing tool. When people see themselves in the census, when they understand the future they could build with more resources and more political power, they get counted.

As Census Counts mobilizes to get communities counted in the wake of coronavirus, digital outreach is more important than ever. This collection of digital assets, produced by NextDayBetter, is designed to be ready-made content usable for digital organizing including, social media, textbanking, paid media, and email.
STORIES

Lara Kiswani: Arab Americans Exist and We Matter

Elizabeth Graham: We Need Healthcare for People of All Abilities

Rev. Dr. James Perkins: We Must Fight for Black Equity with Census and Our Faith

Tymber Hudson: Let’s Help LGBTQ+ Youth in Foster Care Thrive

Patricia Bedoya: We Can Defend Immigrant and Labor Rights by Being Counted
QUOTES

DAVID J. JOHNS
National Black Justice Coalition

SUHER ADI
Formerly Arab American Institute

LIZETTE ESCOBEDO
NALEO Educational Fund

SAHRA NGUYEN
SEARAC / Nguyen Coffee Supply

ALEJANDRA CASTILLO
YWCA USA

LA QUEN NÁAY LIZ MEDICINE CROW
First Alaskans Institute

REV. DR. DAMARIS WHITAKKER
Fort Washington Collegiate Church

HOWARD SHIH
Asian American Federation

SEE ALL QUOTES

GO BACK TO HOME
TRACIE KIMBROUGH
SEIU Local 1000

RICHARD LUI
News Anchor and Journalist

KAI TWOFEATHERS ORTON, PHD
First Nations Data Scientist and Activist

REV. T. SHERI DICKERSON
Census Counts

JONATHAN JAYES-GREEN
Marguerite Casey Foundation

BETH LYNK
Census Counts

JORGE LUIS FONTANEZ
NextDayBetter

RYAN LETADA
NextDayBetter

SEE ALL QUOTES

GO BACK TO HOME
Being Counted Means Ensuring Healthcare for Our Kids

Finally, the 2020 Census Counts Same-Sex Couples

How to Write in a New Race on the Census Form

The 2020 Census is Online

Refugees are Part of the Fabric of America
STORIES
Lara Kiswani was raised to be proud of her Palestinian family’s history and culture. Her work with Arab Resource and Organizing Center focuses on building power in the Arab and Muslim community in the Bay Area. Alongside the Arab American Institute, Lara advocates for an accurate count to advance Arab American interests.

“We are deprioritized in everything, down to a lack of translated material in Arabic to deal with the COVID-19 pandemic.” Lara Kiswani explains how #ArabAmericans can build power by participating in the census. #CensusCounts

Haven’t filled out your #2020Census form? Do it today! Go to http://2020Census.gov. Tell everyone you know to do the same.
ELIZABETH GRAHAM
ON INCLUSIVE HEALTHCARE
FOR PEOPLE OF ALL ABILITIES

ABOUT
As the Autism Waiver Service Coordinator of The Arc of Prince George’s County, Elizabeth Graham helps families with children access Medicaid services, so they receive support in their homes. Elizabeth, who is also on the autism spectrum, knows firsthand how getting counted in the census helps fund support and services for people with disabilities.

Suggested Social Media Caption:
“I am a transgender woman of color on the autism spectrum. I answered the #2020Census to give people with disabilities a fair chance,” says Elizabeth Graham, who wants to ensure that everyone has access to healthcare. #CensusCounts

It takes just 10 minutes to make a 10-year impact in your community. Fill out the #2020Census at http://2020Census.gov.

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
REV. DR. JAMES PERKINS
ON CLAIMING AN EQUITABLE WORLD FOR BLACK AMERICANS

ABOUT
Rev. Dr. James Perkins, of Detroit’s Greater Christ Baptist Church, wants to see a real investment in Black people’s lives — in schools, healthcare, food programs. As a person of faith, he believes that everyone deserves the support they need to live healthy, safe, and dignified lives and knows the census is key to building Black communities.

Suggested Social Media Caption:
“Every person counts in the eyes of God and every person must count in the eyes of the government,” says Pastor James Perkins, who calls all people of faith to get counted in the #2020Census to ensure Black communities have the resources they need to thrive.

Getting counted in the census, voting in elections, and marching against injustices are the first steps to building political power and protecting our civil rights. Fill out the census today. Go to http://2020Census.gov.
#CensusCounts

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
TYMBER HUDSON
ON PROTECTING AND SUPPORTING ALL LGBTQ+ YOUNG PEOPLE

ABOUT
As a non-binary person who grew up in the foster system, Tymber Hudson wants to see LGBTQ+ kids grow up thriving, and not merely surviving. They are advocating for an accurate count so LGBTQ+ young people, especially in foster care, have access to resources, better funding, and the right programs to set them up for a more hopeful future.

Suggested Social Media Caption:
“I encourage everyone to join in claiming our power – to fight for what our community deserves,” urges Tymber Hudson. As a non-binary person, they understand what it means to be unseen. As an LGBTQ+ youth advocate, they want all young people, especially those in foster care, to have the resources to thrive in society. This is why #CensusCounts.

Political change starts with building political power, and everyone can build their power by being counted.


This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
Patricia Bedoya is a homecare worker who, with labor union SEIU, is fighting for dignified work conditions, beginning with being provided with the personal protective equipment (PPEs) they need. She asks everyone, especially immigrants working for a better life, to participate in the census to address the need for improved lives of workers and their families. Everyone, regardless of citizenship, must be counted.

"We must show up in the census to put us in a stronger position to demand accountability from our representatives," says Patricia Bedoya, advocating for labor and immigrant rights. She knows that being counted in the #2020Census is as vital as protesting when it comes to demanding change. There's power in numbers. #CensusCounts. Go to http://2020Census.gov.
QUOTES
The participation of our marginalized communities in the census means providing us access to our fair share of resources to respond to crises like the coronavirus pandemic, says David J. Johns. An accurate count means we can secure the social resources that will be critical to ensuring we thrive in the near future.

Every decade, the census undercounts millions of marginalized people. This year, we will change that! #CensusCounts

Your community’s needs deserve to be heard. That starts with getting counted in the #2020Census. Fill up the census at http://2020Census.gov today.

Suggested Social Media Caption:
Every decade, the census undercounts millions of marginalized people. This year, we will change that! #CensusCounts

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
Suher Adi believes that Arab Americans must take charge of their educational materials so they can bridge access to language resources for English language learners or those who have a language barrier. A language gap also impacts the Arab American community’s ability to advocate for the issues that matter the most to them.

Suggested Social Media Caption:
Don’t you agree? “We need Arabic taught in our schools. How can Arab Americans advocate for the issues that matter to us if we are not visible?” Suher Adi knows that if we’re missed in the census, our existence and struggles are lessened in America’s history. We won’t be erased. #CensusCounts

LIZETTE ESCOBEDO
NALEO EDUCATIONAL FUND

ABOUT
Lizette Escobedo believes that as a Latina millennial, daughter of immigrants, and single mom, the chances of people like her being missed or undercounted is quite high. In fact, despite being the second-largest population group in the country and among the fastest-growing, Latinos are severely undercounted.

Suggested Social Media Caption:
We must complete the #2020Census for the next generation. This is especially true for Lizette Escobedo of the NALEO Educational Fund. She wants her Latina daughter to know that she did all she could to secure her future.

Every single person living in the US has the right to get counted. Every immigrant, child, and student — everyone. #CensusCounts


This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
SAHRA NGUYEN
SEARAC / NGUYEN COFFEE SUPPLY

ABOUT
Sahra Nguyen advocates for a complete count of the Southeast Asian and Vietnamese American communities. She believes the census can make their stories, struggles, and fight more visible, which will lead to inclusion in conversations around their needs and in conversations for racial justice and building an equitable world.

Suggested Social Media Caption:
Do you ever feel invisibilized?

SEARAC Ambassador Sahra Nguyen, of Nguyen Coffee Supply, is fighting to make the stories and struggles of Southeast Asians and Vietnamese American communities more visible. Political change starts with building political power, and everyone can build their power by participating in the #2020Census.

Go to http://2020Census.gov and be seen. #CensusCounts

This two-image quote graphic is designed to be used as one Instagram post, specifically as a swiping carousel (slideshow) story. While it is usable on Facebook and Twitter, please be aware that the portrait is not cut straight in the middle.
A full, fair, and accurate census is crucial for organizations like YWCA, which Alejandra Castillo leads, to continue to provide federally supported, life-saving services to women and girls. With those resources, they can better their health, education, safety, equity, and overall well-being, leading to an improved life for families and stronger communities.

We can’t risk losing critical services for women and girls, like domestic violence services, child care, financial programs, and more. A fair and accurate census is crucial for organizations like YWCA, which Alejandra Castillo leads, to continue to provide these federally supported, life-saving services. #CensusCounts

Being born Alaska Native is a political act, asserts La quen náay Liz Medicine Crow. If Alaska Natives had more representation in elected offices and adequate resources to help keep Native peoples safe, this could mean being able to build a better, stronger, more equitable Alaska. One way to help do this is to complete the census.

Suggested Social Media Caption:
If Alaska Natives had more representation in elected offices and adequate resources to help keep Native peoples safe, this could help build a better, stronger, more equitable Alaska. La quen náay Liz Medicine Crow of First Alaskans Institute knows that political change starts with building political power, and everyone can build their power by participating in the census. #CensusCounts


This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
Pastor Damaris Whittaker is concerned that gentrification is displacing Latinx families out of the homes they have lived in for decades. They need protection — but first, the government needs to know they exist. Accurate census data can reflect the economic makeup of the community, leading to services that address these inequities.

**Suggested Social Media Caption:**

Is your community affected by rising housing costs? Pastor Damaris Whittaker is concerned that gentrification is displacing Latinx families out of the homes they have lived in for decades. They need protection — but first, the government needs to know they exist. #CensusCounts


*This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.*
Howard Shih knows it is essential to quantify the pace of growth of the Asian American racial group to be able to advocate for the needs of the community. An accurate count means services, like English language classes for new immigrants, new classrooms for growing neighborhoods, and meals at senior centers, will have access to funding.

**Suggested Social Media Caption:**

Don’t you agree? We need to better support Asian Americans everywhere. An accurate count means services, like English language classes for new immigrants, new classrooms for growing neighborhoods, and food programs for senior centers, will have access to funding. #CensusCounts

There's power in numbers and we need all the strength we can get behind the #2020Census. Go to [http://2020Census.gov](http://2020Census.gov). Tell everyone you know to do the same.
The census is important because there has been a determined effort to disenfranchise people of color and women, explains Tracie Kimbrough. Being undercounted has put these communities at a disadvantage, but a proper count in the census could mean better distribution of resources, especially for much-needed improvements in school and public services.

Suggested Social Media Caption:
Truth: Participating in the census is part of the process of dismantling a system that has always been rigged against communities of color. 
#CensusCounts

From feeding and housing our communities to ending police brutality, the #2020Census is a tool to secure the resources and political power needed to thrive, not just survive.


This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
About
For journalist Richard Lui, the census is personal. He knows that Asian Americans need to be counted because they need awareness campaigns, education programs, and research to improve early treatment services for AAPIs with Alzheimer’s disease – like his mom – and those with other healthcare issues.

Suggested Social Media Caption:
Are you worried about your loved ones’ health issues and the resources you need to address them? Let’s start with the #2020Census. Being counted can ensure funding for fundamental human rights like healthcare! #CensusCounts

In our Asian culture, we take it upon ourselves to care for our families. We need to fight for their right to treatment services and care. That starts with our community being correctly counted. Go to http://2020Census.gov.

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
First Nations data scientist Dr. Kai TwoFeathers Orton is concerned that women experiencing poverty and homelessness, and those who’ve survived domestic violence, especially indigenous women and women of color, are among populations disproportionately left out of the census. An accurate count can unlock more funding for much-needed services and programs.

Suggested Social Media Caption:
How can we help protect indigenous women? One way to stem the crisis is by ensuring our indigenous communities are seen in the #2020Census. The simple act of filling out your form can bring in resources to prevent violence against women and support those facing poverty or homelessness.

Let’s build power with our numbers. Go to https://2020Census.gov. Tell everyone you know to do the same. #CensusCounts
To Rev. T. Sheri Dickerson, being undercounted means reduced funding, fewer resources, widespread hunger, suffering, and declining health. It is important to be correctly counted in the census, to build and strengthen our communities through community healthcare, neighborhood schools, meals, and transportation.

Suggested Social Media Caption:
Are you frustrated that your community is not getting its needs met? We all count; we all need to participate in the #2020Census. Otherwise, we give up our right to have access to the most fundamental services: healthcare, education, housing.

See, the census determines how money and power are assigned by counting how many people there are to serve in each neighborhood, city, and state. Let’s build our collective power! Fill up the census at http://2020Census.gov today. #CensusCounts
Jonathan Jayes-Green knows that the government will use the information from the census to determine congressional representation, resources for our school districts, and so much more. This matters because it will lay the contours of the arena where the fight for racial justice and equity will be taking place over the next decade.

Suggested Social Media Caption:
Did you know that federal law strictly protects the confidentiality of your census responses for 72 years? Don’t let fearmongers prevent you from being seen. Now, more than ever, we need to get counted! #CensusCounts

Everyone living in the United States has the right to be counted in the #2020 Census. Every immigrant, every child, every neighbor, every student – everyone. Fill out the census today at http://2020Census.gov.

This quote is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
Beth Lynk is reminding us what’s at stake when it comes to census participation: that it determines how many books and computers our kids’ schools can afford, whether seniors in our communities can afford heating in the winter, if there are bus routes where we need them, and whether communities have fair political representation. The 2020 Census has real life repercussions, and it is important that communities are counted completely.

Suggested Social Media Caption:
Do you know you can build power for your community in a few minutes? Being counted will start to restore funding and resources that you’ve had to go without. #CensusCounts

The #2020Census is a short, nine-question tool that will ensure we have all the resources we need to fight against systemic injustice and create change in our communities.

Go to http://2020Census.gov now.
In the midst of the COVID-19 pandemic, Jorge Fontanez saw his community, many Puerto Rican neighbors in the Lower East Side, suffer greatly in many ways from a history of inequitable policy decisions. He wants Puerto Rican families, and anyone displaced by natural disasters, to know that they can rebuild their lives by completing the census.

Suggested Social Media Caption:
Can you see how this pandemic has exposed the shortcomings of our systems? This is especially damaging to communities that are undercounted and unseen.

As you rebuild and reclaim your lives after being displaced or hurt by disasters, use the #2020Census as a tool to secure the resources and political power needed to thrive, not just survive.

Fill up the census at http://2020Census.gov today. #CensusCounts
Ryan Letada laments that Filipinos are still being undercounted, resulting in the lack of federal funding needed to sustain mental health programs for frontline nurses, healthcare for veterans, and senior centers. An accurate count can change this and unlock funding and resources that uplift the dignity of the community.

Suggested Social Media Caption:
Listen up, kapwa Filipinos! We badly need the resources and political power to support our community. When we’re missing from the census, our existence and our struggles are erased from the story of America. #CensusCounts

We cannot afford to be undercounted. It would mean giving our voice away because funding will be assigned somewhere else. We have been in this nation for centuries! Let’s show our numbers. Go to [http://2020Census.gov](http://2020Census.gov) today.

This two-image quote graphic is designed to be used as one Instagram post, specifically as a swiping carousel (slideshow) story. While it is usable on Facebook and Twitter, please be aware that the portrait is not cut straight in the middle.
INFOGRAPHICS
BEING COUNTED MEANS ENSURING HEALTHCARE FOR OUR KIDS

ABOUT
The census determines how much federal funding each community receives for Medicaid, Head Start, the Children's Health Insurance Program, and other services that help ensure millions of kids don’t miss out on healthcare and education.

Suggested Social Media Caption:
For children across America, financial support from Medicaid and CHIP can be the key to a brighter future. Want to secure healthcare funding for the next 10 years? Get your family counted by completing the #2020Census today.

Go to http://2020Census.gov. Tell everyone you know to do the same. #CensusCounts

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
FINALLY, THE 2020 CENSUS COUNTS SAME-SEX COUPLES

ABOUT
For the first time in history, the 2020 Census includes a question that allows same-sex couples living together to identify as such. This redefines what a family is to the government and will influence how the census counts families for generations to come.

Suggested Social Media Caption:
It's 2020, and the census is finally recognizing same-sex couples who live together! It's a big step for visibility but there's still more to go. We deserve to be seen and getting counted is the first step to building our political power so we can make it happen. #CensusCounts

Our families need to be visible! That starts with getting counted in the #2020Census. Go to http://2020Census.gov.

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.

CLICK HERE TO OPEN FILES
HOW TO WRITE IN A NEW RACE ON THE CENSUS FORM

ABOUT
America’s racial categories have changed many times, revealing the true diversity of the country at each point. You can self-identify on the 2020 Census by marking one or more than one race, and writing in your ethnicity.

Suggested Social Media Caption:
If you do not see yourself on the list of races on the #2020Census form, you can mark “Some Other Race” and write in your race on the space provided. Make yourself visible! #CensusCounts

Every single person living in the US has the right to get counted. Every immigrant, child, and student – everyone.

If you haven’t already, fill out the #2020Census today. Go to http://2020Census.gov. Tell everyone you know to do the same.

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
Technology accelerates change. In the hands of communities of color, social media has become the backbone of a new revolution fighting for equity and against systemic racism. The 2020 Census is one more tool online that we can use to exercise our political power and march one more step forward toward a better future for the next 10 years.

**Suggested Social Media Caption:**
In these days of social distancing and the need to stay safe, how do we continue to fight against injustice? We take the fight online, for one!

Start with the #2020Census which you can fill out from your phone or your computer very easily. Think about it: It will take you only 10 minutes to effect what the next 10 years will look like. Go to [http://2020Census.gov](http://2020Census.gov) #CensusCounts

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.
REFUGEES ARE PART OF THE FABRIC OF AMERICA

ABOUT
More than one million new immigrants come to the U.S. every year to build a new home or seek refuge. No matter your citizenship status, completing the 2020 Census is your right, and it’s a way to build your newfound community, even if it is temporary.

Suggested Social Media Caption:
Are refugees counted in the census? Of course! Even if you’re not a citizen or don’t have documentation, if you’re living in the U.S., you’re a part of your community and you should be counted.

This isn’t new. Non-citizens have been included in the census and for congressional representation throughout our history, including under both Republican and Democratic administrations.

Go to http://2020Census.gov and be seen. #CensusCounts

This sample text is best for Facebook and Instagram captions. For Twitter, you will need to shorten to 280 characters max.

CLICK HERE TO OPEN FILES
# SOCIAL MEDIA ACCOUNTS

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<thead>
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<th>Community Organizations</th>
<th>Twitter</th>
<th>Instagram</th>
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The Leadership Conference Education Fund builds public will for laws and policies that promote and protect the civil and human rights of every person in the United States.

NextDayBetter tells the stories of diaspora communities around the world and calls them to action.
Get Counted at 2020Census.gov

For more information, connect with curious@nextdaybetter.com