

2020 Census Asian Week of Action

Monday, 8/24/2020 – Sunday, 8/30/2020

Agenda

- **Week of Action**
- **How You Can Help**
- **Best Practices**
- **Resources**

Status of the 2020 Census

- Respond now, it's not too late! Please check out the [updated operational timeline](#).
- Nearly 4 out of 10 households have still not responded to the census; the [national response rate](#) as of August 17, 2020 is 63.9%.
- Nonresponse Follow-up Enumeration started this month. Respond now to avoid a census taker visiting your home.

What is the 2020 Census Asian Week of Action?

The Census Asian Week of Action is focused on reaching the hardest-to-count (HTC) households that have not responded to the 2020 census. As an integrated effort, activities will engage a wide variety of partners, media outlets, influencers, and individuals to encourage immediate self-response to the 2020 Census. By aligning timing and activities across the community in a coordinated effort, the goal is to create a unified voice emphasizing the importance and urgency to complete the census now. To date, **60** Asian American/AAPI partners across the country are committed to activating during the Week of Action.

The Census Asian Week of Action seeks to:

- Align efforts of community partners' communication and outreach efforts
- Engage over 100 ethnic media outlets to promote the Census Asian Week of Action via TV, print, radio, and digital
- Collaborate with influencers to share content and encourage census self-response
- Engage friends, family, and trusted voices to encourage HTC individuals that they can and should respond now
- Inspire your audiences to engage with friends and family about the 2020 Census

Join Us!

Census Asian Week of Action | MONDAY – SUNDAY 8/24 – 8/30

DAILY (Asian-language)

- DJ live reads
- TV bumpers/scrollers
- Front-page print media coverage
- Ongoing media coverage

THROUGHOUT THE WEEK

INFLUENCER BLITZ



GOLD HOUSE



In-Language

TUES 8/25

 **KOLLABORATION**
2020 Census
Forum

WED 8/26



Live At Home

THU 8/27



Live Podcast

How You Can Help

Talking Points and Creative Resources

Sample messaging and creative available in English and Chinese, Japanese, Korean, Tagalog, and Vietnamese

- Last chance to count until 2030!
- Last chance for the next 10 years!
- Time is almost up for you to fill out the 2020 Census.
- Once the count is over, we will have to wait another 10 years for the next census.
- We need an accurate count now, to plan for our community's needs and account for proper government representation.
- Schools, roads, and health facilities can't wait.
- Kids, adults, families, students, and businesses need us right now. The future of our community starts right now.
- Shape your future. Start here. Start now.



Sample Messages

- Last chance to count until 2030! Take the #2020Census and be counted for your community by visiting 2020census.gov.
 - Asian Americans have the lowest awareness about census of any other racial group in the country. This is the last chance for the next 10 years! Fill out the #2020Census now!
 - The #2020Census is all about money, power, and representation for the next 10 years, but your community needs you to respond TODAY!
 - Join us in a Week of Action by encouraging someone else to respond to the #2020Census! The future of our community starts right now.
- There's still time to shape your future. Schools, roads, and health facilities can't wait. Encourage your friends and family complete the #2020Census now!
 - The #2020Census helps inform billions of dollars for important things our community needs. Kids, adults, families, students, and businesses need us right now!
 - Shape the future of our communities by responding to the #2020Census and be counted today!
 - Your #2020Census response can help inform the services to keep your community safe and prepared for a pandemic. Complete the census today by going to 2020census.gov.

Sample Tactics

Activity	Description
On-Site Census Response Device	Provide a space with computers or tablets that people can use to respond to the census online while visiting your facility according to federal, state, and local COVID-19 guidelines.
In-Person/Programmatic Census Promotion	Pass out flyers and resources to patrons who enter your facilities or promote the 2020 Census Asian Week of Action during regularly scheduled programming for your organization.
Census Caravans	Participate in or organize a Census Caravan. Contact APIAVote (Yee Chang, field@apiavote.org) to see if there is a Census Caravan being organized in your area and if not, how to get one started!
Email/Newsletter Blasts	Send an email to your stakeholders with information about the 2020 Census, encouraging them to respond with a hyperlink to www.2020census.gov or any of the language-specific sites as necessary (located in resources).
Social Media Posts	Post on social media using the hashtag #2020Census
Twitter Storms	Use sample messaging on the next slide as inspiration to post multiple times throughout the day and flood followers' timelines with 2020 Census information
Videos	Record videos to be posted on social media about why #2020Census matters to your community, your stakeholders, or your specific organization. Post 2020 census language assistance guide or in-language motivation videos in your facility or website.
Webinars/Virtual Seminars	Host an online educational session about how to fill out the census in-language or teach audiences how to encourage their loved ones respond.
Collaboration	Connect with other organizations to see if there are days or actions where collaboration can help amplify your collective efforts. Extend collaboration to your local census field representatives to leverage other resources, ideas, and capacity for your activation.

Sample Week of Action Timeline

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8/24	8/25	8/26	8/27	8/28	8/29	8/30
Email blast	Promote Week of Action & Self Response during an ongoing program run by your organization	Conduct a Twitter storm	Tell your family and friends about the 2020 Census	Conduct a webinar teaching your audience how to encourage someone fill out the census	Static images and reposting other orgs' content on social media	Record and share a video telling a personal story about why the 2020 Census matters to your organization

Static Image

Static image in 3 sizes and short video graphic in all languages are available for download at:

<https://locker.tdwandco.com/fl/2OE7AWc8Fg>

Password: GVtisddK4soT



Resources

2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

Key URLs – English language

2020 Census homepage

<https://2020census.gov/>

Response Rates

<https://2020census.gov/en/response-rates.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

URLs – Asian languages

Bengali: 2020CENSUS.GOV/bn

Simplified Chinese: 2020CENSUS.GOV/zh-hans

Traditional Chinese: 2020CENSUS.GOV/zh-hant

Gujarati: 2020CENSUS.GOV/gu

Hindi: 2020CENSUS.GOV/hi

Hmong: 2020CENSUS.GOV/hmn

Ilocano: 2020CENSUS.GOV/ilo

Japanese: 2020CENSUS.GOV/ja

Khmer: 2020CENSUS.GOV/km

Korean: 2020CENSUS.GOV/ko

Lao: 2020CENSUS.GOV/lo

Malayalam: 2020CENSUS.GOV/ml

Nepali: 2020CENSUS.GOV/ne

Punjabi: 2020CENSUS.GOV/pa

Tagalog: 2020CENSUS.GOV/tl

Tamil: 2020CENSUS.GOV/ta

Telegu: 2020CENSUS.GOV/te

Thai: 2020CENSUS.GOV/th

Urdu: 2020CENSUS.GOV/ur

Vietnamese: 2020CENSUS.GOV/vi

Resources

2020 Census Resources		2020 Census In-Language Websites	Partner Websites w/ Resources
2020 Census English Website	2020 Census Response Rate Map	Chinese Simplified	AARP AAPI Video PSAs
Print Language Guides	2020 Census Digital Action Guide	Chinese Traditional	APIAVote
Language Video Guides	Regional Census Centers	Japanese	Count Us In 2020
Language Glossaries	Partner Outreach Materials	Korean	Make My Family Count
Language Templates	U.S. Census Facebook	Tagalog	SEARAC
U.S. Census Instagram	U.S. Census Twitter	Vietnamese	

Thank You!

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