



Digital Guide for Saturday, March 28, 2020 Our Work Matters: *Count Black Workers Day*

Hi everyone,

I pray all are well and safe!

This is your friendly reminder that TODAY IS DAY SIX of our Unity 2020 Black Census Week, that is focused on the theme: *Our Work Matters: Count Black Workers Day*

Please share the following on your social media platforms today:

Featured Count Workers Day Activity

On Count Black Workers Day—we encourage everyone to salute and thank Black workers, with a special focus on those who are on the frontlines providing aide and assistance during the uncertain times as a result of the Coronavirus Pandemic that is impacting the American people and all people around the world—including (but not limited to)—healthcare workers, grocery store workers, transportation workers, sanitation workers, airport workers, government workers, military, public safety workers, EMS workers, utility workers, firefighters, educators, elected officials, media and so many more!

Also, **make sure to encourage Black Workers to be counted in the 2020 Census TODAY online, by phone, or by mail:**

On-line at [my2020census.gov](https://2020census.gov/en/ways-to-respond/responding-online.html) – Online Response Guid
<https://2020census.gov/en/ways-to-respond/responding-online.html>

By Phone at 844 -330- 2020 – Phone Response Guide
<https://2020census.gov/en/ways-to-respond/responding-by-phone.html>

By Mail – Mail Response Guide (Only when no response on the above 2 options)
<https://2020census.gov/en/ways-to-respond/responding-by-mail.html>

Sample Social Media Posts

- Doctor, nurses and other healthcare staff in hospitals, urgent care centers, nursing homes and other health facilities---are working tirelessly on the front lines of public health to prevent the spread of the COVID-19. An accurate census helps to make sure enough health facilities are built in our communities for the next 10 years to address future pandemics. Complete the 2020 Census form TODAY @ my2020census.gov. #BlackCensusWeek #supportBlackworkers #CountMeBlack
- An accurate Census 2020 count will help strengthen Black workers power. Take time to encourage workers who are working or laid off to complete the 2020 Census form to ensure that we have good quality jobs in our communities for the next 10 years. Support workers, by being counted in the 2020 Census TODAY @ my2020census.gov. #BlackCensusWeek #supportBlackworkers #CountMeBlack #Census2020

- Thank you AFGE Council 241, the Exclusive Representative of all organized bargaining unit employees at the Census Bureau, for their service to have a complete census count in 2020. Honor their work. Complete the census @ my2020census.gov. #BlackCensusWeek #CountMeBlack
- Without an accurate Census count, kids who need nutrition assistance won't get it. People who need job training won't get it. Schools that need resources won't get them. Honor all workers in our community. Complete the census @ my2020census.gov. #BlackCensusWeek #CountMeBlack
- An accurate census count is the critical first step to helping educators address the needs of every child who walks through their doors. Let's honor the work of our educators. Complete the census @ my2020census.gov. #BlackCensusWeek #CountMeBlack #SupportBlackworkers #Census2020

Hashtags

#BlackCensusWeek #CountmeBlack #SupportBlackworkers #Census2020

Social Media Graphics

***Note:** There is space on these graphics to add your organization's logo. If you need assistance, contact Lauren Moore, Communications/Social Media Consultant, NCBCP at communications@ncbc.org and she can create a co-branded infographic for your organization.



BlackCensusWeek
 Our Work Matters.
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Click here to download these social media graphics.

Unity Partners Feature Videos

NEA: Everyone Counts - https://youtu.be/5idWa_J196I

2020 Census: For Her - https://youtu.be/YLy_DQVnL80

Also, here are Unity 2020 Black Census Week activities taking place today by our national partners:

A Philip Randolph Institute – Daily Black Census Week DJ Line-Up

Join @a.philiprandolphinstitute on Facebook and Instagram every day this week for the APRI BLACK CENSUS WEEK 2020 DJ TAKE OVA. APRI is definitely supporting local DJs & making a difference in our communities around the census. Follow @a.philiprandolphinstitute on Facebook to get the update for Saturday and Sunday. #APRICOUNTS #wecountblack #BlackCensusWeek

NAACP - Black Census Week Daily Highlight

NAACP Black Census Week Day Six, Saturday – NAACP Feature of the day – **Criminal Justice Advocacy**

PARTNER RESOURCES

American Federation of Teachers - <https://www.aft.org/census2020>

National Education Association - <http://neatoday.org/2019/11/13/2020census/>

Color of Change

Interested in creating your own influencer video? Here is a sample by Helen Butler, Executive Director, GA Coalition for the People’s Agenda. Click this link to see Helen’s video and to create your own.

<https://yourvoice.colorofchange.org/video-single/1579987439144>

US Census Bureau

Link to Census 2020 Self Response Rate Map

https://2020census.gov/en/response-rates.html?utm_campaign=20200303msc20s1ccptnrs&utm_medium=email&utm_source=govdelivery

2020 Census – Enter the Get Out The Count Video Challenge Creative for a chance to win up to \$30,000 by creating videos to share the importance of the 2020 Census.

<https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge>

HIGHLIGHTS FROM DAY 5 – COUNT BLACK YOUTH DAY AND COUNT LBGTQ+ DAY

A.Philip Randolph Institute hosted “2020 Black Census Week DJ Line Up” all week long. Yesterday, DJ Rook from Savannah, GA. If you missed it, check it out on A. Philip Randolph Institute’s Facebook page.

Georgia STAND-UP and Black Youth Vote hosted a virtual Census Vibes Party via Zoom. GA Stand Up and BYV coordinators from around the country promoted census awareness and encouraged young people to take the census. The Census Vibes Party featured census trivia, give-aways, dance battles and so much more.

Community of Hope AME Church held its “Census 2020 House Party” Friday featuring 8 hours of continuous music, by 8 different DJ representing ALL age demographics, including young DJ A-Eazy, 9 years old.

National LBGTQ+ Task Force and National Black Justice Coalition hosted “Queer the Census” Twitter Townhall in honor of #BlackCensusWeek to highlight the importance of the Black queer community to participate in the 2020 Census.

REMINDER----SHARE YOUR #BLACKCENSUSWEEK ACTIVITIES

Lastly, please remember to send us any announcements of your organizations #BlackCensusWeek social media and online activities you are hosting TODAY or March 29th, to Holli Holliday, Esq., at holliunity@ncbcp.org---so we can share with all of the **Unity 2020 Black Census Week Partners**.

Thank you for your leadership, partnership and support!

In Solidarity,

A handwritten signature in black ink, appearing to read 'Melanie', written in a cursive style.

Melanie