

SCRIPT 1

I'm getting counted in the 2020 Census because our communities deserve

- Textbooks and computers for our schools
- Homes for people who need them
- Safe roads and clean water
- Hot meals for kids in school
- Access to doctors and health care

Getting counted in the census can help bring all of that and more home to our communities.

But we can't do it alone. You have to get counted too. We all do.

[See the census is for everybody.](#)

That means all kids, even infants.

That means people who have houses *and* people experiencing homelessness.

And that means every person living here in America [*or California/the Golden State, etc*] not just citizens.

Even if you can't vote, participating in the census is a way to build our community and make sure we have the funding we need to pay for the resources we deserve.

[Make sure you're not missing from the census so that our community doesn't miss out on the resources we need to be strong and healthy.](#)

[Starting in mid-March, everyone can participate by:](#)

- [Going online](#)
- [Calling the U.S. Census Bureau](#)
- [Or completing a paper form](#)

[Check your mailbox or go to 2020census.gov for more information.](#)

Remember the census only happens once every 10 years. Get counted now -- because our kids, our families, and our communities shouldn't have to wait.

SCRIPT 2

CENSUS

Actions // B-Roll // GIFS & Boomerangs

- *Empty frame, walk in, walk out*
- *Hopeful, defiant expressions to camera, to each other*
- *Taking a breath, taking a moment, feeling an emotion, clearing their throat, wiping a tear*
- *Speaking with someone off camera*
- *Speaking with another person on-camera – could be another influencer, or could be a regular person/friend/their child/crew member*
- *Raising a fist, flexing a muscle, pointing a finger, looking down pensively, looking to the sky, hand over heart, turning around, or a similar action that feels authentic to their personality*
- *Holding a poster or putting on a button*
- *Holding pictures toward camera of things and people impacted by the census.*
- *Holding a census form, filling out a census form [DOWNLOAD HERE](#)*
- *Waving a small American flag*

SOUND BITES

Every immigrant, every child, every parent, every student, every neighbor... everyone (counts).

The census counts, and so do you.

You matter. Your family matters. Your community matters.

The Census builds America and the census count should *look* like America.

If we're all counted, we can shape the next 10 years together.

We only have one chance to get this right.

Just 10 minutes can change the next 10 years.

Don't be silenced.

I exist.

What are you waiting for?

It's your political power. Claim it.

Get Your Share.

Be Seen. Be Heard. Be Counted.

Everyone deserves to be counted. You have the *right* to be counted.

You count. So be counted.

Fill. Out. Your. Census form.

You have the power to bring health care, education, & more to your community for the next 10 years.

Show up for the census like you show up to vote.

The census is about civil rights.

WHY is it that some people don't want people who look like ME to be counted?

- 1) Have people authentically react to surprising info and stats being read to them from off camera – sighs, cursing, laughing, shook, etc.
- 2) Have people recite to camera some of the most compelling stats about the census and end with an uplifting message about why they should participate.
- 3) Time permitting, please ask participants to share their personal experiences relating to these issues.

FACTS

- Did you know the census determines where more than \$1.5 trillion dollars in federal funding goes?
- Filling out your census form helps determine how many books and computers our kids' school can afford, whether seniors in our communities can afford heating in the winter, and if there are bus routes where we need them.
- Each person counted builds political power for our communities and gives us more of a say — from the president and Congress all the way to city council and school boards.
- If you're missing, your state could lose a member of Congress, or your city could give up representation to a community that WAS fully counted.
- Every 10 years, the census misses the same people -- people of color, LGBTQ people, people with disabilities, immigrants and refugees, and people who are poor or experiencing homelessness.
- Every 10 years, the census misses millions of us and resources and political power for our communities get assigned to somewhere else — somewhere that already has more money, more privilege, and more power.
- Rent prices are through the roof. Getting counted in the census can bring more housing assistance to your community.
- Even if you can't vote, being counted means you're not erased and your needs are seen.
- Businesses use the census to decide where to build new manufacturing plants and bring new jobs.
- Your health is important/need to see the doctor? Filling out the census means more funding for Medicaid, health centers and hospitals.
- Too many communities have been devastated by the opioid crisis. I'm filling out the census to bring more resources for prevention + treatment programs to my community.
- We all deserve clean drinking water and a healthy environment. Get counted to help keep our communities healthy.
- So many people couldn't go to college without the Pell Grants -- getting counted means our young people can go to school.
- When kids are missed in the census, they miss out on funding for schools and parks for the next 10 years -- that's their entire childhood.
- Every child deserves to be safe and healthy -- and the census can bring more money for foster care and adoption assistance.
- I fill out my census to make sure kids in my community have enough to eat at school....so roads are safe....to support my libraries...so more people have health care...so my community benefits from new jobs.

- SHARE so that everyone knows how important it is to fill out your census — our communities can't afford to miss out!