

April 1

Census Day! And Arab American Heritage Month! Census Day should be all about the 2020 Census. Send out emails and engage with those in your network about how they can fill out the form and encourage them to fill it out. For the rest of the month, share about the Arab American Heritage Month and the 2020 Census.

✓ Sample Email



"Dear _____,

TODAY IS THE DAY! CENSUS DAY! The 2020 Census is now live and you can go fill out your form RIGHT NOW. *Hyperlink to the Census website.* The 2020 Census is the cornerstone of our democracy and is the way over \$800 billion are distributed every year for the next 10 years. There are no do-overs. We all have an important role to play and we must all fill out our census forms accurately.

Need help with where to get resources?

- YallaCountMeIn.org for Arabic language resources;
- 833-3DDOUNI for hotline in Arabic and English to answer any questions and assist with any needs during the Census; and
- *Hyperlink* specific resources that you know your network would need or appreciate.

Yalla, Can I Count You In?

Best,

_____ "

✓ Sample Facebook Posts



Reminder: Posts on Facebook should be short, engaging, and easy to understand.

"Yes, it's true: the 2020 Census is LIVE! Be sure you go online and fill out your Census form today. If you do not want to use the online form, later this month you will get an English and Spanish paper form that you can fill out or you can call the Census Bureau hotline and fill out the form by phone (in Arabic and English)! Yalla, Can I Count You In? #YallaCountMeIn #Census2020"

“Did you know the Middle East North Africa Category will NOT be on the Census this year?

But, lucky for you, we have an easy 2-step guide on how to accurately show our ethnic heritage.

1) Check off which box you feel best describes you. If you do not feel like any of them work, check off 'Some other race.'

2) Write in you family's ethnic origin.

Say #YallaCountMeIn and share this guide with all the Arab Americans you know!”

✓ Sample Tweets

Make sure your tweets are direct and concise. Tweets with emojis, gifs, and images typically do the best on this platform.

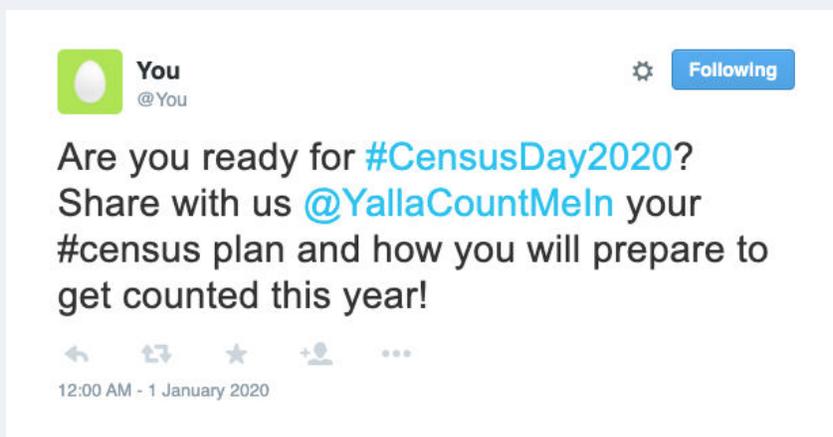


“Need Arabic language assistance? The Census Bureau can help with that. Call 844-416-2020 for Arabic assistance filling out your Census form.”

“Have questions about #2020Census? Want to make sure the information you have is accurate? Call the #YallaCountMeIn hotline at 833-3DDOUNI or 833-333-6864.”

(POLL) “THIS JUST IN: The 2020 Census is X days away! Are you ready to fill out your census form?

- Yes!
- Yes and I will share it with others!”



And remember to engage with the comments on your Twitter post!

Change your profile picture to you in a Census shirt with the following caption. "Today is Census Day and Arab American Heritage Month! What better way to celebrate than filling out my census form to show that, as an Arab American, I count. Yalla, Can I Count You In?" *Also, insert link to online form and YallaCountMeIn.org.*

✓ Sample Tweets



"How do you plan on filling out your census form?

- Online!
- Paper form (I am waiting on it!)
- Phone at 844-330-2020"

Mid-April

The self-response phase is from mid-march to late-April. It is still Arab American Heritage Month, so be sure to incorporate both Arab American Heritage Month and the Census in all your online engagement.

✓ Sample Email

"Dear _____,

There is no better way to celebrate Arab American Heritage Month other than ensuring all the Arab Americans you know are fairly and accurately counted. It's simple, you can ask your family and friends, "Have you filled out your Census form?" and explain that in just 10 minutes they can contribute to an accurate count of Arab Americans in the United States.



This accurate count impacts the distribution of over \$800 billion in federal funding for the next 10 years. It impacts the way districts are drawn, how many seats in the House of Representatives each state has, business decisions companies and small business make, and policy decisions on the local and state level. The Census decides which roads will be paved, which school districts your children go to, and financial aid for students in college. Making sure everyone in your household is accurately counted ensures all the resources your household may need get accounted for. Fill out your census [here](#).

Best,

_____ "

✓ Sample Facebook Posts

Reminder: Posts on Facebook should be short, engaging, and easy to understand.

“What better way to celebrate Arab American Heritage Month other than by filling out our census form and ensuring a fair and accurate count for the #2020Census? Join me in saying #YallaCountMeIn and fill out your census form today!
Insert link to the census form”

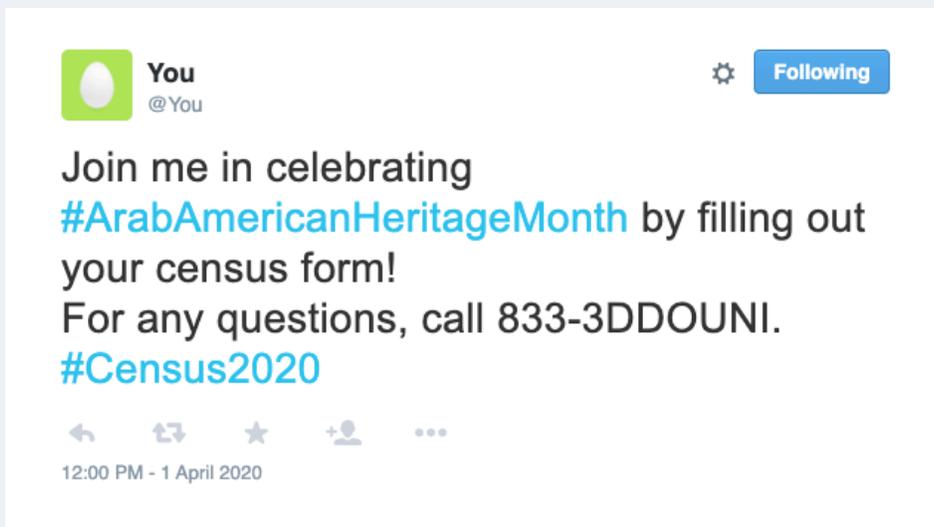


✓ Sample Tweets

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(POLL) “How are you celebrating Arab American Heritage Month?”

- Participating in the 2020 Census
- Texting 5 friends about Census
- Hummus, Falafel, Census!”



June

Post-Enumeration of the 2020 Census takes place. People who did not fill out their census forms will be contacted by Census Bureau workers to get an enumeration of households that did not respond. It's also Immigrant Heritage Month – continue to publicize Non-Response Follow-Up efforts.

✓ Sample Email



"Dear _____,

To those of you who participated in the 2020 Census, thank you. Your participation and work to ensure a fair and accurate count will benefit our community for the next 10 years. If you have not yet submitted your census form online, by mail, or over the phone, then don't worry. You can still fill out your census form online.

Post-enumeration has begun and a Census Bureau worker will likely visit your home if you have not yet submitted your form. If you do not feel comfortable with a Census worker visiting you and going over the form with you, then be sure to submit your form online at [this link](#). If you are unsure how to identify a census worker, you can use this resource or call 833-3DDOUNI (833-333-6864).

Best,

_____ "

✓ Sample Facebook Posts



Reminder: Posts on Facebook should be short, engaging, and easy to understand.

"Haven't filled out your Census form?! Don't worry, you still have time before a Census Bureau worker knocks on your door to fill out the form with you. Be sure to fill out your form online or by phone at 844-330-2020 or in Arabic at 844-416-2020."

"Wondering how to spot a Census Bureau worker? Look at this Census Bureau guide to help understand who is a Census Bureau worker and why they are coming to your door. If you would rather just respond on your own, you can still do so online or by phone."

✓ Sample Tweets



Make sure your tweets are direct and concise. Tweets with emojis, gifs and images typically do the best on this platform.

(POLL) "Have you submitted your 2020 Census form? If not, you can still do so (before a Census Bureau worker comes to your home)!"

○Yes, online ○Yes, by phone ○Yes, by mail!"