

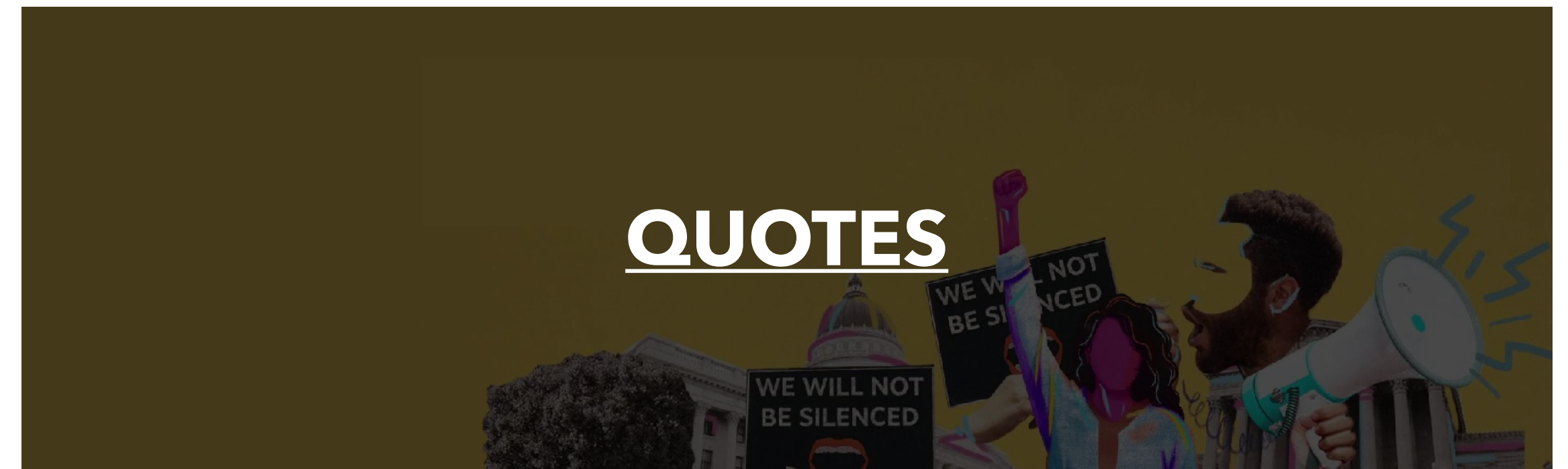
# 2020 CENSUS

STORIES FOR CHANGE

CENSUS COUNTS STORY ASSETS | VERSION 1



STORIES



QUOTES



INFOGRAPHICS

[ALL ASSETS CAN BE ACCESSED HERE](#)

# ABOUT

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

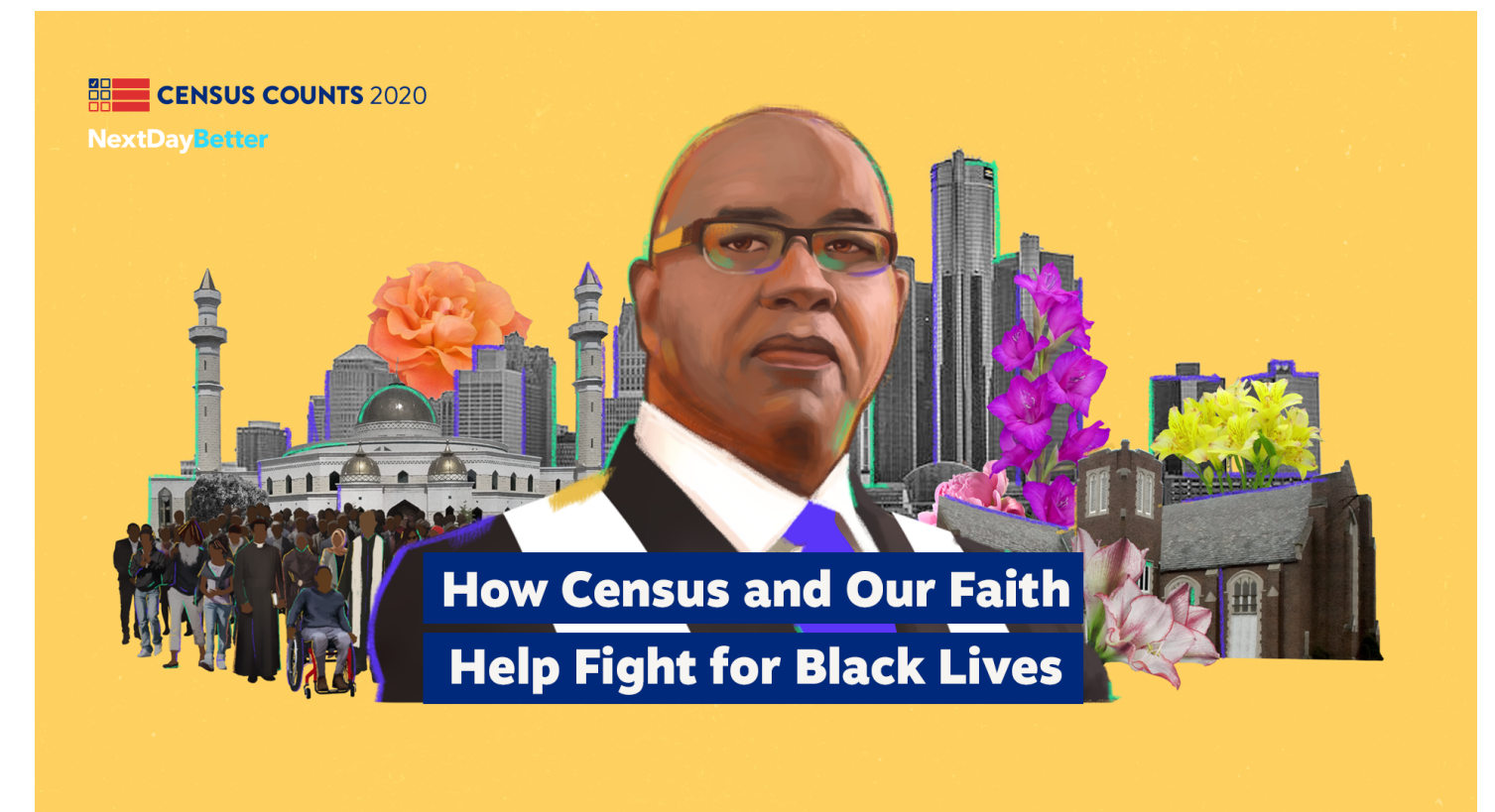
[SEE ALL STORIES](#)



**Lara Kiswani: Arab Americans Exist and We Matter**



**Elizabeth Graham: We Need Healthcare for People of All Abilities**



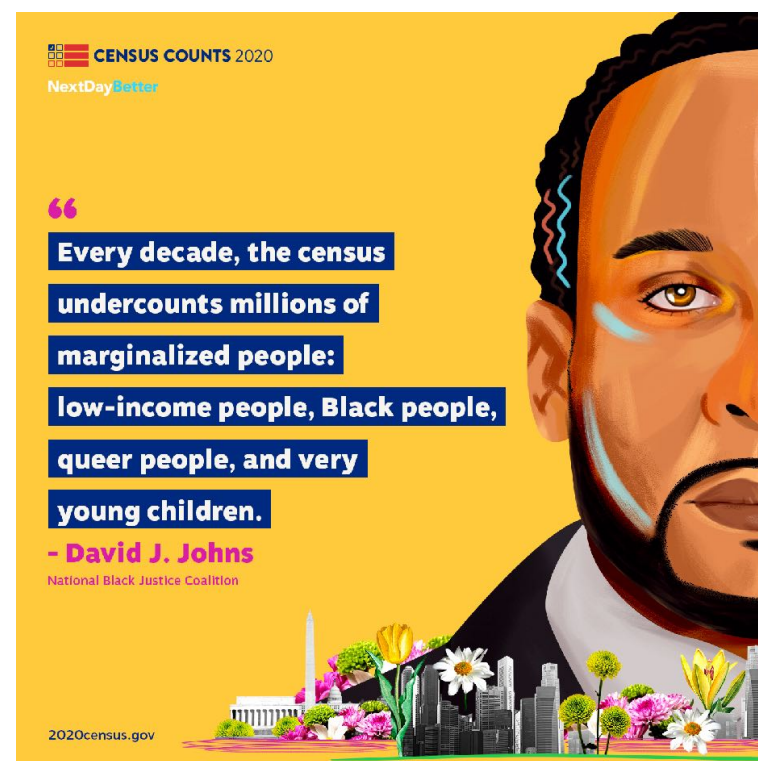
**Pastor James Perkins: We Must Fight for Black Equity with Census and Our Faith**

[GO BACK TO HOME](#)



# QUOTES

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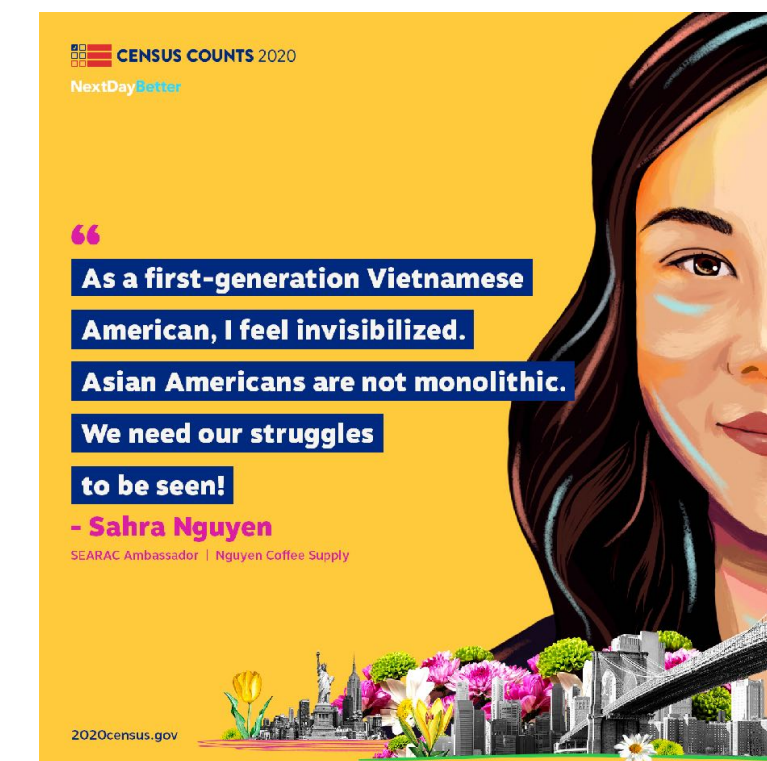
**DAVID J. JOHNS**  
National Black Justice  
Coalition



**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 WHITTAKER**  
Fort Washington Collegiate  
Church



**HOWARD SHIH**  
Asian American Federation



**TRACIE KIMBROUGH**  
SEIU Local 1000

[GO BACK TO HOME](#)



# INFOGRAPHICS

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NextDayBetter

**Kids need strong  
healthcare and  
education to thrive.**

The government can help with  
programs and services.



2020census.gov

Being Counted Means Ensuring  
Healthcare for Our Kids

  
NextDayBetter


**Let love win  
in the census.**

Did you know that the  
2020 Census is counting  
same-sex couples sharing  
a household or a home  
for the very first time?



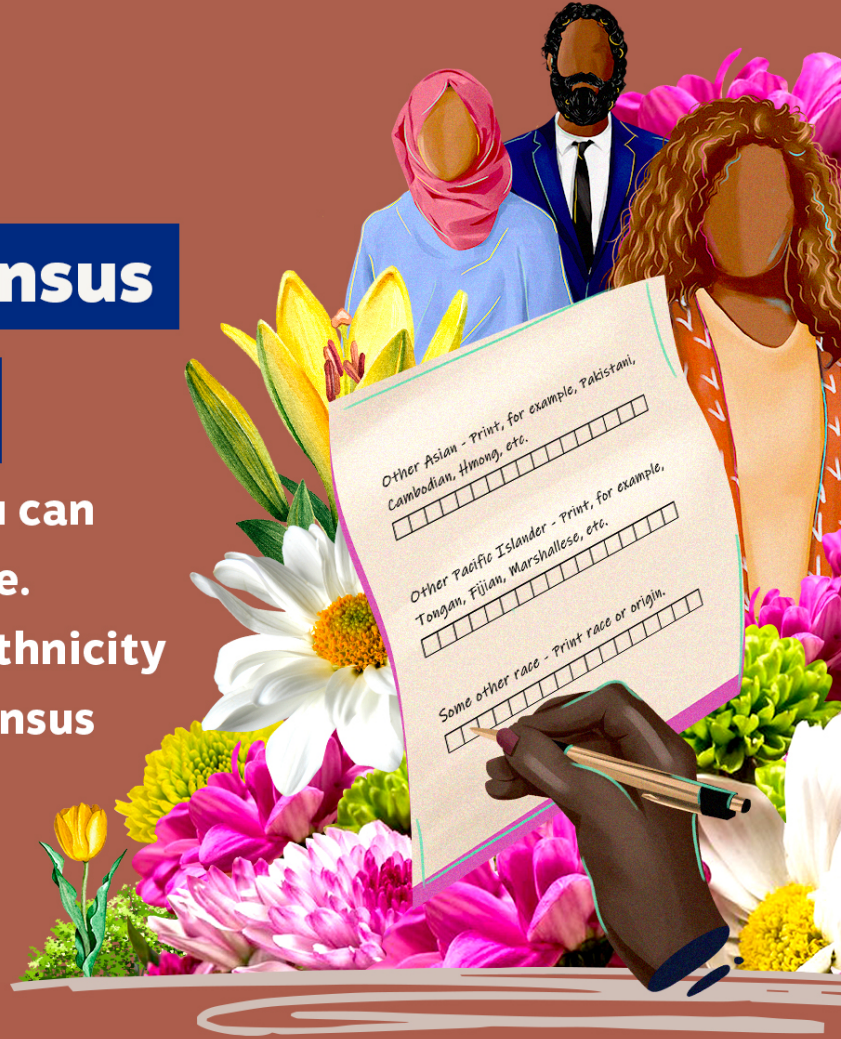
2020census.gov

Finally, the 2020 Census Counts Same-  
Sex Couples

  
NextDayBetter

**Make your census  
true for you.**

Be true to yourself. You can  
mark one race. Or three.  
Or write your race or ethnicity  
in yourself. It's your census  
and your identity.



2020census.gov

How to Write in a New Race on the  
Census Form

[GO BACK TO HOME](#)



# STORIES



# LARA KISWANI

## ON THE VISIBILITY AND DIGNITY OF ARAB AMERICANS

### ABOUT

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.

### Suggested Social Media Caption:

"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 census? Do it today! Go to <http://2020Census.gov>. Tell everyone you know to do the same.

[CLICK HERE TO OPEN FILES](#)

[SEE ALL STORIES](#)



[GO BACK TO HOME](#)



# 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>.

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[GO BACK TO HOME](#)



# REV. DR. JAMES PERKINS

## ON CLAIMING AN EQUITABLE WORLD FOR BLACK AMERICANS

[SEE ALL STORIES](#)

### ABOUT

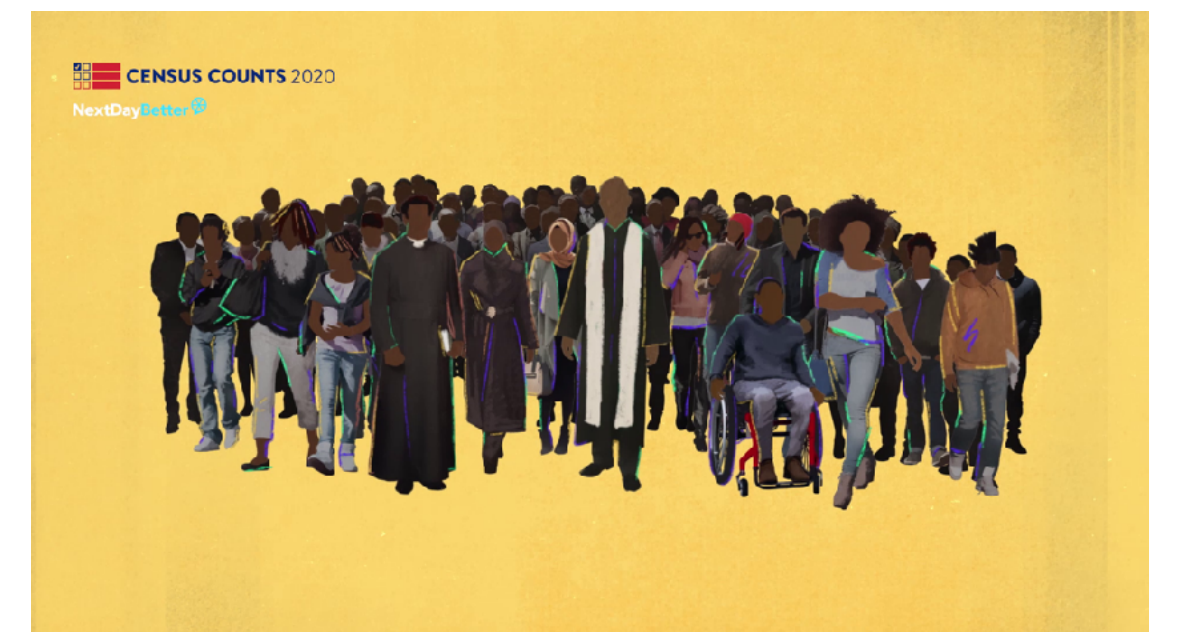
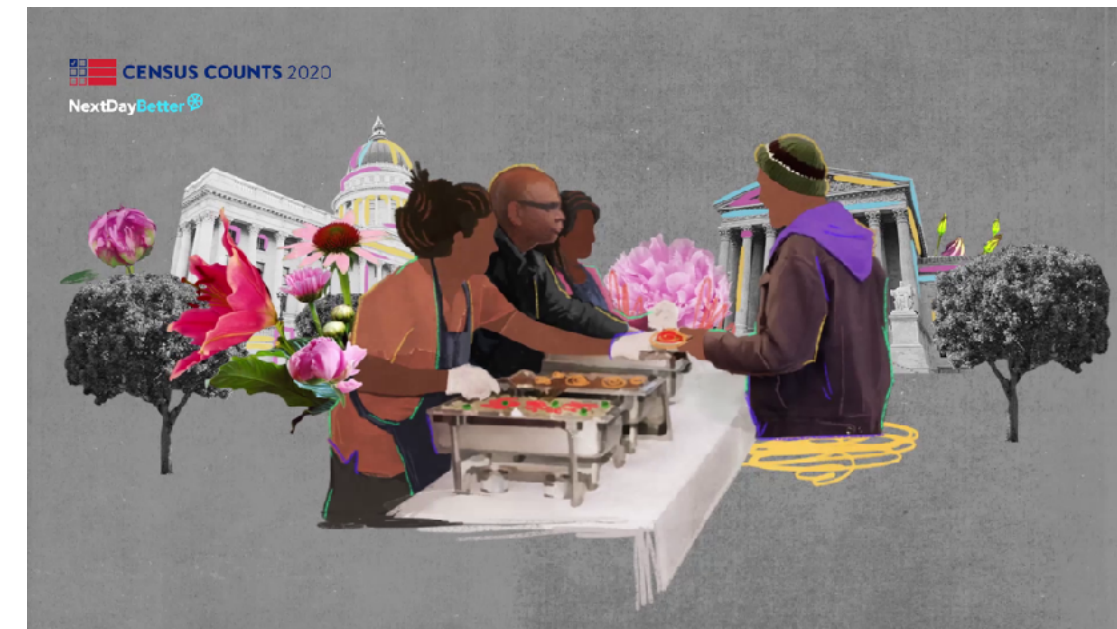
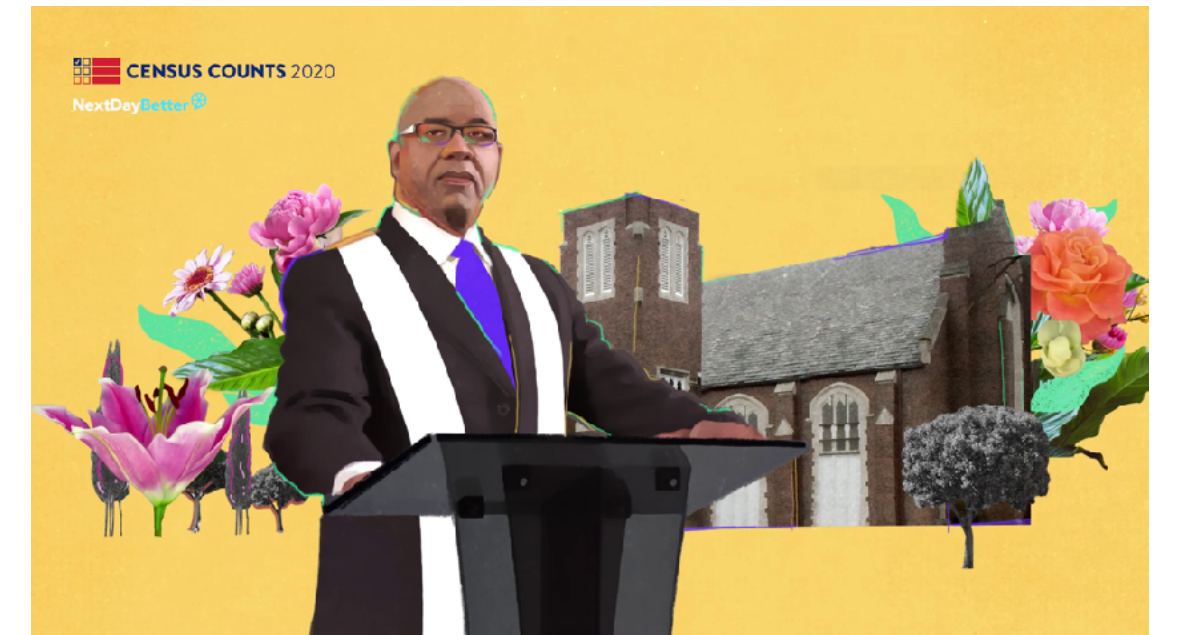
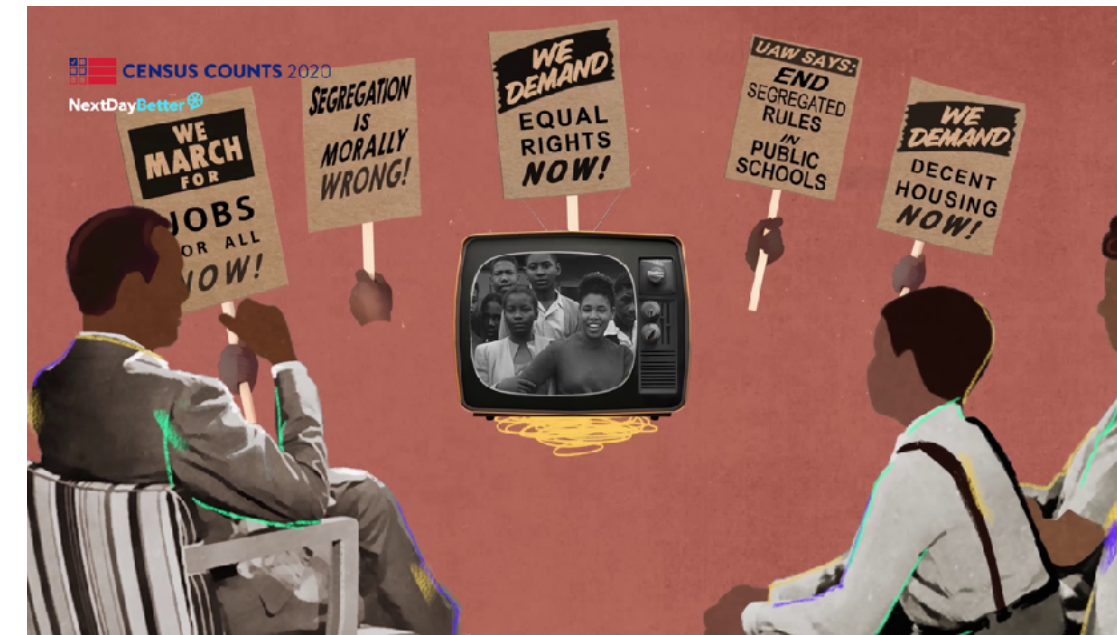
Rev. Dr. James Perkins, of Detroit's Greater Christ Baptist Church, wants to see a real investment in Black people's lives – in schools, healthcare, food programs. As a person of faith, he believes that everyone deserves the support they need to live healthy, safe, and dignified lives and knows the census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

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[GO BACK TO HOME](#)



# QUOTES



# DAVID J. JOHNS

## NATIONAL BLACK JUSTICE COALITION

[SEE ALL QUOTES](#)

### ABOUT

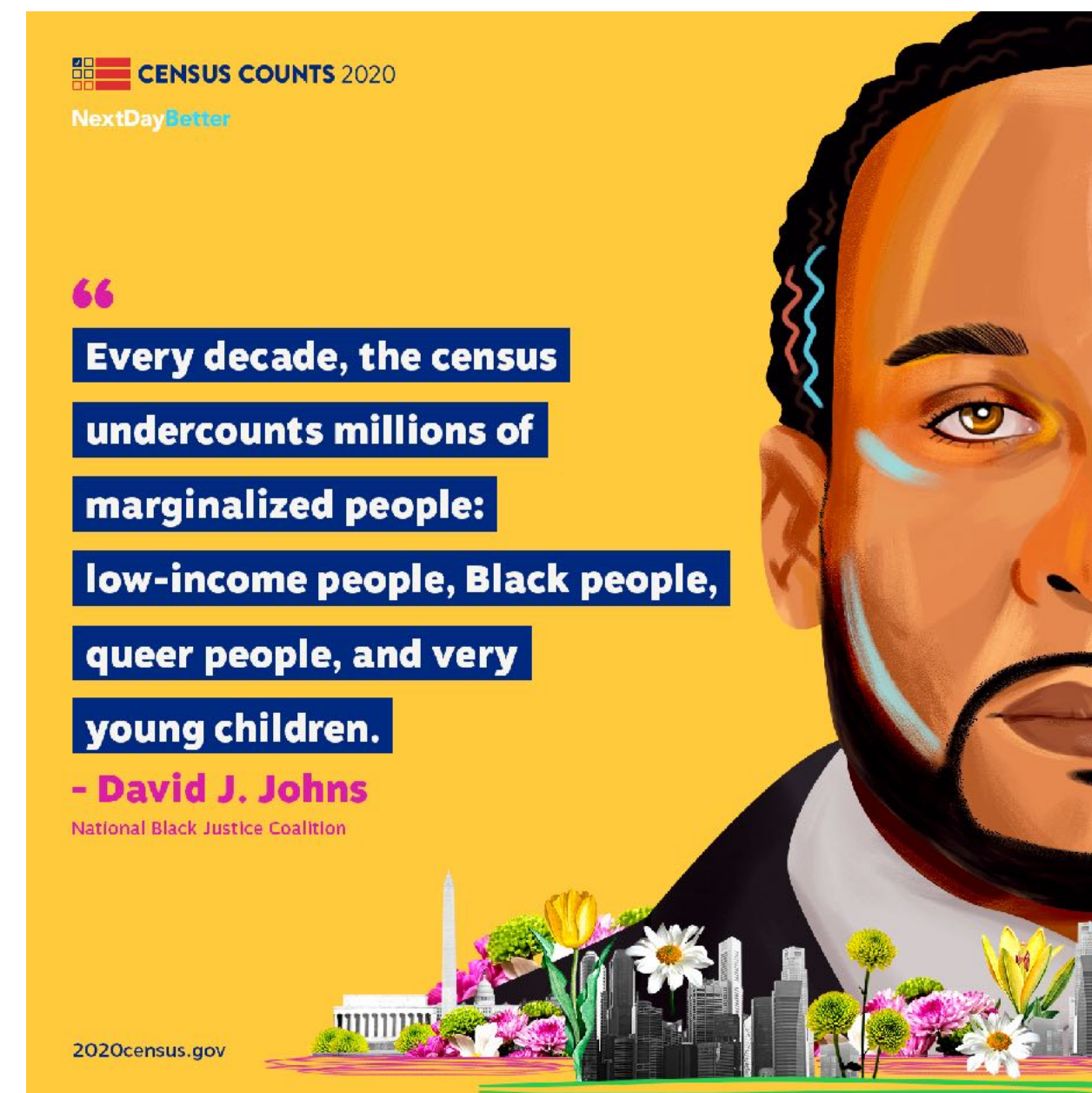
The participation of our marginalized communities in the census means providing us access to our fair share of resources to respond to crises like the coronavirus pandemic, says David J. Johns. An accurate count means we can secure the social resources that will be critical to ensuring we thrive in the near future.

### Suggested Social Media Caption:

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.

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[GO BACK TO HOME](#)



# SUHER ADI

## FORMERLY ARAB AMERICAN INSTITUTE

[SEE ALL QUOTES](#)

### ABOUT

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

Fill out the #2020Census today. Go to <http://2020Census.gov>.

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[GO BACK TO HOME](#)



# LIZETTE ESCOBEDO

## NALEO EDUCATIONAL FUND

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### 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

Fill out the #2020Census today. Go to <http://2020Census.gov> today.

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[GO BACK TO HOME](#)



# SAHRA NGUYEN

## SEARAC / NGUYEN COFFEE SUPPLY

[SEE ALL QUOTES](#)

### 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

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[GO BACK TO HOME](#)



# ALEJANDRA CASTILLO

YWCA USA

## ABOUT

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.

### Suggested Social Media Caption:

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

Your communities deserve to be heard. That starts with getting counted in the #2020Census. Go to <http://2020Census.gov>.

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[CLICK HERE TO OPEN FILES](#)

[GO BACK TO HOME](#)



# LA QUEN NÁAY LIZ MEDICINE CROW

FIRST ALASKANS INSTITUTE

[SEE ALL QUOTES](#)

## ABOUT

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

Fill out the #2020Census today. Go to <http://2020Census.gov>.

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[GO BACK TO HOME](#)



# REV. DR. DAMARIS WHITTAKER

## FORT WASHINGTON COLLEGIATE CHURCH

[SEE ALL QUOTES](#)

### ABOUT

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

It takes just 10 minutes to make a 10-year impact in your community. Get counted in the #2020Census today. Go to <http://2020Census.gov>.

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[GO BACK TO HOME](#)



# HOWARD SHIH

## ASIAN AMERICAN FEDERATION

[SEE ALL QUOTES](#)

### ABOUT

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>. Tell everyone you know to do the same.

[CLICK HERE TO OPEN FILES](#)



[GO BACK TO HOME](#)



# TRACIE KIMBROUGH

## SEIU LOCAL 1000

[SEE ALL QUOTES](#)

### ABOUT

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.

Fill out the census today. Go to <http://2020Census.gov>.



[CLICK HERE TO OPEN FILES](#)

[GO BACK TO HOME](#)



# 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

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[GO BACK TO HOME](#)



# 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>.

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[CLICK HERE TO OPEN FILES](#)

[GO BACK TO HOME](#)



# 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. The 2020 Census scores a point for progress, allowing you to self-identify by marking one or more than one race and writing in your ethnicity.

## Suggested Social Media Caption:

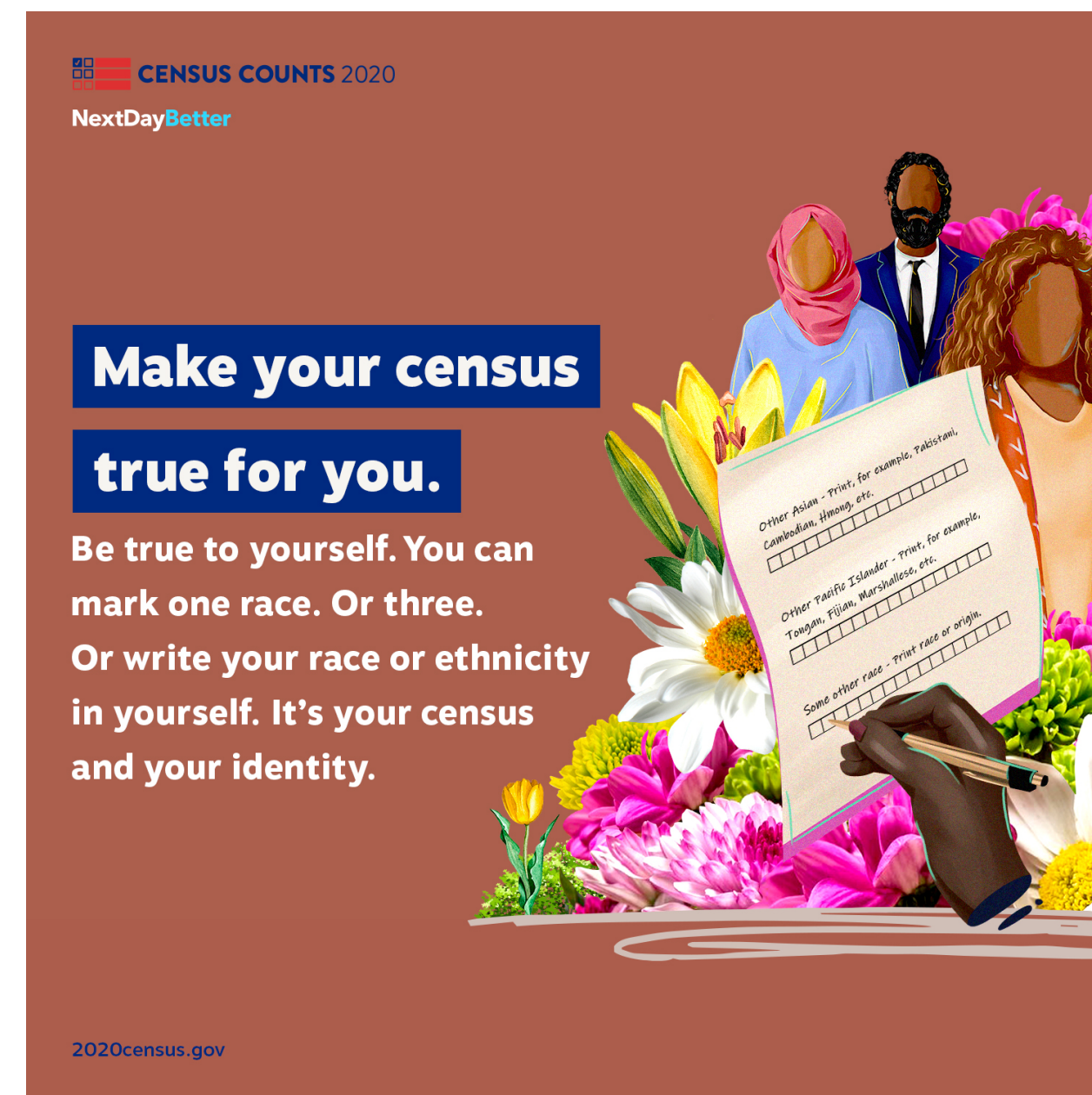
If you do not see yourself on the list of races on the #2020Census form, you can mark "Some Other Race" and write in your race on the space provided. Make yourself visible! #CensusCounts

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.

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[GO BACK TO HOME](#)



# DIRECTORY OF COMMUNITY ORGANIZATIONS

Community Organizations	 Twitter	 Instagram	 Facebook
Arab Resource and Organizing Center	<a href="https://twitter.com/AROCBayArea">@AROCBayArea</a>	<a href="https://www.instagram.com/AROCBayArea">@AROCBayArea</a>	<a href="https://www.facebook.com/AROCBayArea">@AROCBayArea</a>
Arab American Institute	<a href="https://twitter.com/AAIUSA">@AAIUSA</a>	<a href="https://www.instagram.com/arabamericaninstitute">@arabamericaninstitute</a>	<a href="https://www.facebook.com/ArabAmericanInstitute">@ArabAmericanInstitute</a>
The Arc	<a href="https://twitter.com/TheArcUS">@TheArcUS</a>	n/a	<a href="https://www.facebook.com/thearcus">@thearcus</a>
The Arc of Prince George's County	<a href="https://twitter.com/thearcofpgc">@thearcofpgc</a>	<a href="https://www.instagram.com/thearcofpgc">@thearcofpgc</a>	<a href="https://www.facebook.com/thearcofpgc">@thearcofpgc</a>
Faith in Public Life	<a href="https://twitter.com/FaithPublicLife">@FaithPublicLife</a>	<a href="https://www.instagram.com/faithinpubliclife">@faithinpubliclife</a>	<a href="https://www.facebook.com/FaithinPublicLife">@FaithinPublicLife</a>
Greater Christ Baptist Church	<a href="https://twitter.com/greaterchrist">@greaterchrist</a>	n/a	<a href="https://www.facebook.com/GCBCDetroit">@GCBCDetroit</a>
National Black Justice Coalition	<a href="https://twitter.com/NBJContheMove">@NBJContheMove</a>	<a href="https://www.instagram.com/NBJContheMove">@NBJContheMove</a>	<a href="https://www.facebook.com/NationalBlackJusticeCoalition">@NationalBlackJusticeCoalition</a>
NALEO Educational Fund	<a href="https://twitter.com/NALEO">@NALEO</a>	<a href="https://www.instagram.com/NALEOedfund">@NALEOedfund</a>	<a href="https://www.facebook.com/naleo.org">@naleo.org</a>
Southeast Asia Resource Action Center (SEARAC)	<a href="https://twitter.com/SEARAC">@SEARAC</a>	<a href="https://www.instagram.com/SEARAC">@SEARAC</a>	<a href="https://www.facebook.com/searac">@searac</a>
Nguyen Coffee Supply	<a href="https://twitter.com/NguyenCoffeeNYC">@NguyenCoffeeNYC</a>	<a href="https://www.instagram.com/nguyencoffeesupply">@nguyencoffeesupply</a>	<a href="https://www.facebook.com/nguyencoffeesupply">@nguyencoffeesupply</a>
YWCA USA	<a href="https://twitter.com/YWCAUSA">@YWCAUSA</a>	<a href="https://www.instagram.com/YWCAUSA">@YWCAUSA</a>	<a href="https://www.facebook.com/ywca.org">@ywca.org</a>
First Alaskans Institute	<a href="https://twitter.com/firstalaskans">@firstalaskans</a>	<a href="https://www.instagram.com/firstalaskans">@firstalaskans</a>	<a href="https://www.facebook.com/FirstAlaskansInstitute">@FirstAlaskansInstitute</a>
Fort Washington Collegiate Church	<a href="https://twitter.com/FortWashChurch">@FortWashChurch</a>	<a href="https://www.instagram.com/FortWashChurch">@FortWashChurch</a>	<a href="https://www.facebook.com/FortWashingtonChurch">@FortWashingtonChurch</a>
Asian American Federation	<a href="https://twitter.com/AAFederation">@AAFederation</a>	<a href="https://www.instagram.com/AAFederation">@AAFederation</a>	<a href="https://www.facebook.com/AsianAmericanFederation">@AsianAmericanFederation</a>
Service Employees International Union (SEIU) Local 1000	<a href="https://twitter.com/SEIU1000">@SEIU1000</a>	<a href="https://www.instagram.com/SEIU1000">@SEIU1000</a>	<a href="https://www.facebook.com/seiu1000">@seiu1000</a>



## **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](mailto:curious@nextdaybetter.com)



**CENSUS COUNTS** 2020

**NextDayBetter**