



Census 2020 #WeAllCount Challenge Tool-Kit

We only have one chance to fill out the Census every ten years, and our communities are depending on us to do all we can for a full and accurate count. We've launched the Census 2020 #WeAllCount Challenge to raise awareness about what's at stake with this year's count. Hear ACCESS staff kick off our campaign by sharing the importance of Arab American visibility in the Census and the need to use our voices to elevate our needs.

Check out our launch video for inspiration, [HERE!](#)

Join the individuals who are standing up for our community by being counted. Record a short video talking about why the Census matters to you and how you will be answering the race question. Use #WeAllCount to be entered to win a pair of AirPods! A sample script and talking points can be found below.

ACCESS Social Handles:

Instagram and Facebook: @ACCESSCommunity | Twitter: @ACCESS1971

Prompts/Talking Points:

1. Your name / organization / city/ state / affiliation
2. Some short sentence about the importance of completing the census
 - a. Ex: Our communities have a lot to lose if they are not counted in 2020
3. How you identified under race/other: an Arab nationality(s)
4. Why completing the census is important
5. Ask the viewers to join and share their video & why they completed it
6. Ask to tag ACCESS & the hashtag #WeAllCount so that you can be entered into a contest

Sample Script 1

"Hi/Marhaba everyone! I'm _____ (name/organizational affiliation, city, state), and I just filled out my Census. I checked '*Some other race*' for racial category, and wrote in _____, (Palestinian/Egyptian/Jordanian/Lebanese/Sudani, etc). Did you know you could fill out the census online right now, too? The Census determines federal money for food, housing, health programs, roads, and schools. Our communities have **a lot** to lose if they are not counted in 2020, and we need to do our part to make sure we have an accurate picture of what our neighbors need. Will you please join me in making your own video? If you upload your video to social media and tag ACCESS and use #Weallcount, you'll be entered into a contest to win an

awesome prize! For a sample script and more information, check out ACCESS on Facebook and Instagram - @AccessCommunity, and on Twitter at @ACCESS1971. I nominate (insert 2 names) to create their own video for the #weallcount challenge.