



My Black Counts Census Week of Action

Partner Toolkit | June 15th - June 21st



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Introduction

WHO WE ARE

My Black Counts is a campaign of our coalition, the California Black Census, and Redistricting Hub “The CA Black Hub” (a project of California Calls). Our coalition consists of over 30 Black-led and Black serving grassroots organizations that advocate and serve our communities daily. My Black Counts is our anthem of unity to celebrate and honor the diversity of Black people of all ages, all gender identities, all faiths, and all backgrounds. Black is not a monolith and we are all united by the Black experience in America.

OUR MISSION

As trusted messengers, we are reaching into the hardest to count households to demystify the census process and educating the Black community on the importance of the 2020 census. Our aim is to overcome misinformation, disinformation, and government mistrust to ensure we get an accurate count. We are committed to ensuring Black residents receive accurate, timely, and reliable information to better understand the 2020 census and what’s at risk if participation remains low in our communities.

OUR CHALLENGE

This is an unprecedented time in the history of our Nation and in California. Never have we had to lead and rely on digital efforts to persuade Black hard-to-count communities to participate in the census. We need all hands on deck as we approach our campaign’s final digital push to Get-Out-the-Count!

JOIN OUR MOVEMENT!

Join My Black Counts and take action to help us spread the word about the 2020 census and let’s ensure our communities get the resources they need to thrive. We have a once

and ten-year opportunity to unite and ensure our communities are counted and have access to the resources we all need to thrive.

This toolkit is designed to equip community leaders like you with the resources, messaging, and steps you need to mobilize your network to take the census.



TIP: The easiest way to use this toolkit is to schedule all My Black Counts Week of Action posts ahead of time using the images and language provided below. Also, don't forget to like, share, repost, and comment on My Black Counts social media content to help amplify our calls to action!

If you have ideas, questions, and/or concerns please contact us at hello@myblackcounts.org.

Week of Action Schedule

MY BLACK COUNTS **CENSUS WEEK OF ACTION**

JUNE 15 MONDAY	KICKOFF!
JUNE 16 TUESDAY	FAMILY DAY
JUNE 17 WEDNESDAY	PRIDE DAY
JUNE 18 THURSDAY	AFRO BEATS DAY
JUNE 19 FRIDAY	JUNETEENTH FUNCTION
JUNE 20 SATURDAY	CENSUS SABBATH
JUNE 21 SUNDAY	CENSUS SUNDAY

JOIN THE MOVEMENT!
follow us @myBlackCounts   

Week of Action Content

My Black Counts Census Week of Action is an awareness-raising digital event, to harness public engagement and to deepen commitment for Black communities to participate in the 2020 Census. **From June 15 - 21st our coordinated action with our partners will create a digital “SOUL CLAP” for our final push to Get Out the Count!**

Monday, June 15th: “The Kick-Off!”

My Black Counts Census Week of Action goes live and is in full effect!

Please join us in taking action by sharing the following post on your social media platforms at 10:00 am (PST):

Facebook Post language: We're on a mission to build Black political power & fund programs in our communities. What happens in the 2020 census will impact us for many years ahead. Take the census now! http://bit.ly/My_2020census Share this post to ensure your whole squad participates in the 2020 census and join our movement. #MyBlackCounts #GetOuttheCount #JointheSquad

[Video link](#)

Twitter Post Language: What happens in the 2020 census will impact us for many years ahead. Take the census now! http://bit.ly/My_2020census Share this post with your following to ensure your whole squad participates in the 2020 census and join our movement. #MyBlackCounts #GetOuttheCount #JointheSquad

[Video Link](#)

IG Post Language: We're on a mission to build Black political power & fund programs in our communities. What happens in the 2020 census will impact us for many years ahead. Take the census now with the link in our bio! Share this post with your following to ensure your whole squad participates in the 2020 census and join our movement. #MyBlackCounts #GetOuttheCount #JointheSquad

[Video download](#)

Tuesday, June 16th: Family Day!

We're celebrating the diverse families with children and unique kinship bonds of our loved ones!

Please join us in taking action by sharing the following post on your social media platforms at 8:00 am (PST):

Facebook Post Language: Census data determines funding for schools, head start, free childcare programs, school lunches and child medical insurance. Participating in the #2020Census is critical for the future we want our children to see. Show them we care! Take the census now http://bit.ly/My_2020census #MyBlackCounts #KidsCountToo #BeintheCount

[Image download](#)

Twitter Post Language: Census data determines funding for schools, head start, free childcare programs, school lunches and child medical insurance. Participating in the #2020Census is critical for the future we want our children to see. Take the census now http://bit.ly/My_2020census
#MyBlackCounts #KidsCountToo #BeintheCount

[Image download](#)

IG Post Language: Census data determines funding for schools, head start, free childcare programs, school lunches and child medical insurance. Participating in the #2020Census is critical for the future we want our children to see. Show them we care! Take the census now and follow the link in our bio. #MyBlackCounts #KidsCountToo #BeintheCount

[Image download](#)

Wednesday, June 17th: My Black Counts Pride Day!

We're celebrating our LGBTQ+ family and highlighting the achievements and pride that comes with being and loving who you are!

Please join us in taking action by sharing the following post on your social media platforms at 1:00 pm (PST):

Facebook Post Language: The LGBTQ+ community has always been present in the never ending struggle for black liberation and equality. Post a comment about your favorite black LGBTQ+ figure who created change in their lifetime. Tag @MyBlackCounts for a chance to win some MY Black Counts Swag! #MyBlackCounts #Pride #LovesLove

[Image download](#)

Twitter Post Language: The LGBTQ+ community has always been present in the never ending struggle for black liberation & equality. Post a comment about your favorite black LGBTQ+ figure who created change. Tag @MyBlackCounts for a chance to win some MY Black Counts Swag! #MyBlackCounts

[Image download](#)

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[Image download](#)

Thursday, June 18th: Afrobeats Day!

We're celebrating our Black family throughout the diaspora. Regardless of nationality or background, we are all united by the Black experience in America!

Please join us in taking action by sharing the following post on your social media platforms at 10:00 am (PST):

Facebook Language: We are a diverse People with different needs and traditions in our communities, but when we unite with action, we all gain access to what we need to thrive. Record and share a short video about your Black experience in American and how the 2020 census will impact your community for a chance to win My Black Counts swag.

#MyBlackCounts #BlackImmigrantsCount #iCount #WeCount #StandUpBeCounted
#ComeToYourCensus

[Image/ Video download](#)

Twitter Language: We are a diverse People with different needs and traditions in our communities, but when we unite with action, we all gain access to what we need to thrive. Record and share a short video about your Black experience in American and how the 2020 census will impact your community for a chance to win My Black Counts swag. #MyBlackCounts

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#BlackImmigrantsCount #iCount #WeCount #StandUpBeCounted #ComeToYourCensus

[Image/ Video download](#)

Friday, June 19th: “Juneteenth Function”

Happy Juneteenth Family! Come share some Black joy and music!

Please join us in taking action by sharing the following post on your social media platforms at 7:00 am (PST):

Facebook Language: Happy Juneteenth! Come turn up with us! Tap in to our #LiveStream on IG at 6pm PST to listen to #LiveMusic and see our surprise guest influencer! #BlackJoy
#MyBlackCounts #Juneteenth #FamilyFunction

[image/ video download](#)

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#Juneteenth #FamilyFunction

[image/ video download](#)

Saturday, June 20th: My Black Counts Census Sabbath

Integrate the Census into worship through preaching about the importance of being counted and what's at stake for our communities!

Please join us in taking action by sharing the following post and PSA on your social media platforms at 7:00 am (PST) and sharing the My Black Counts PSA during service announcements:

Facebook Language: Census data helps us get the health care, transportation, schools, affordable housing, and higher education funds that our families and communities need to thrive. Text FAITH to 97779 during service to make sure we match the prayers for our communities with actions. #MyBlackCounts #Adventist #HeavenlySanctuary #Sabbath

[image/ video download](#)

Twitter Language: Census data helps us get the health care, transportation, schools, affordable housing, and higher education funds that our communities need to thrive. Text FAITH to 97779 during service to make sure we match the prayers for our communities with actions.

#MyBlackCounts

[image/ video download](#)

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[image/ video download](#)

Sunday, June 21st: My Black Counts Census Sunday

Integrate the Census into worship through preaching about the importance of being counted and what's at stake for our communities!

Please join us in taking action by sharing the following post and PSA on your social media platforms at 7:00 am (PST) and sharing the My Black Counts PSA during service announcements:

Facebook Language: Census data impacts our community on a major level. We need our church congregations to know the power we have to create change lies not only in prayer, but also in using the opportunities like these God has given us. Text FAITH to 97779 during service to inform our congregations and communities. #MyBlackCounts #Census #PrayerWarrior #Christ

[image/ video download](#)

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[image/ video download](#)

Additional Tools

Update your Facebook profile picture frame

Newest Facebook Version:

- Click your profile picture in the top right.
- Click in the bottom right of your profile picture.
- Choose a photo or add a frame.
- Click to crop your photo and then click Save.

Classic Facebook Version:

- From your News Feed, click your name in the top left and hover over your profile picture.
- Click Update.
- Choose a photo or add a frame.
- Crop your photo and click Save. If you don't want to crop your photo, click Skip Cropping in the bottom left, then click Save.
- For best quality, your profile picture should be at least 320 pixels wide and 320 pixels tall.

[Check Out Our Census Gifs!](#)

[Persuasive key messaging/audience guide](#)

[My Black Counts Partner Toolkit](#)

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BLACK 
COUNTS**

Visit our website at myBlackCounts.org or text COUNT to 97779