



MassCounts & Statewide Complete Count Committee Census Week of Action Toolkit

We're Here, and We Count!

Monday, June 15 - Sunday, June 21

Over 3 in 5 residents of Massachusetts have participated in the 2020 Census! But response rates in immigrant communities, working-class neighborhoods, and communities of color still lag behind. Join the **Census Week of Action** to get our communities counted in the 2020 Census. We've got tons of sample posts and infographics for social media that you can use to spread the word!



Mark your calendars for the [Phone Bank Day of Action](#) on Wednesday, June 17. [RSVP](#) for the phone banks (with special guests TBA) from 12:00-2:00 & 5:00-7:00: bit.ly/CensusDayofAction

Use the hashtags **#WeCount** and **#MassCounts** for general posts & **#OurTimetoCount** to amplify that immigrants count

Follow and share @[MA2020Census](#) on Twitter, Instagram, and Facebook

[Folder](#) of All Social Media Graphics Available

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DAY #1 - Monday, June

15 - If You Live Here, You Count in the 2020 Census

Social Media

- **Share that everyone counts in the 2020 Census - including DACA recipients, TPS recipients, and undocumented residents:**
- We live here! We work here! We count here! Complete the 2020 Census to ensure that our communities receive the funding for health care, schools, and childcare for the next 10 years. It's quick and easy to fill it out at my2020census.gov #MassCounts #OurTimetoCount



- Complete the 2020 Census to ensure that all of our communities receive the funding for health care, schools, and childcare for the next 10 years. #MassCounts #OurTimetoCount



- We all deserve to be seen, heard, and counted in the #2020Census, including all undocumented residents of our commonwealth. #MassCounts #OurTimetoCount



Promote the Phone Bank Day of Action on Wednesday

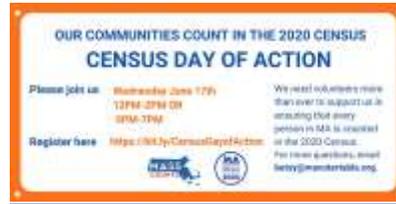
- **Email your list** to recruit volunteers. Here's a sample email that you can send in your newsletter:



MassCounts has made 90,888 calls to residents of low-response census tracts since March to get out the

count in the 2020 Census. We want to hit 100,000 calls for the national day of action on Wednesday, June 17. [Will you help us make 10,000 calls next Wednesday? RSVP today!](#)

We're making calls next Wednesday from 12:00-2:00 and from 5:00-7:00. We'll provide a short training at the beginning, log-in information, and lists for phone banking. You'll need a computer and phone to participate, and we'll send them information on how to join when you [RSVP](#).



- **Text five friends** who can volunteer to make calls. Here's a sample text that you can send: *Hi _____, I've been volunteering to get out the count in the 2020 Census. We've made 90,000+ calls since March, and we're trying to make 10,000 calls on the national day of action on Wednesday. Can you join us? RSVP at bit.ly/CensusDayofAction*
- **Share our phone bank on social media**, with this Facebook event and with these shareable graphics. Here are some sample Facebook posts and Tweets: *YOUR ORGANIZATION] has helped make over 90,000 calls to get out the count in the 2020 Census? Can we hit 100,000 calls on the national day of action on June 17? RSVP to make calls on Wednesday from 12:00-2:00 or 5:00-7:00 at bit.ly/CensusDayofAction*

DAY #2 - Tuesday, June 16 - LGBTQ+ Communities Count in the 2020 Census

Join a GOTC Phone Bank from 11:00-1:00

- [RSVP](#) for the MassCounts phone bank to residents of low-response census tracts from 11:00-1:00: bit.ly/MACensusVPB
- **Help us recruit new volunteers** in your community for weekly Virtual Phone Banks, by sharing [this RSVP page](#) and sharing [this Facebook event page](#). Phone Banking will continue weekly on Tuesdays from 11:00-1:00, Wednesdays and Thursdays from 5:00-7:00, and Saturdays from 1:00-3:00. We need as many volunteers as possible, in all languages!

Promote the Phone Bank Day of Action on Wednesday

- **Text five friends** who can volunteer to make calls. Here's a sample text that you can send: *Hi _____, I've been volunteering to get out the count in the 2020 Census. We've made 90,000+ calls since March, and we're going to make 10,000 calls on the national day of action on Wednesday. Can you join us? RSVP at bit.ly/CensusDayofAction*



- Share our phone bank on social media, with this Facebook event and with these shareable graphics.

Here are some sample Facebook posts and Tweets:

[YOUR ORGANIZATION] has helped make over 90,000 calls to get out the count in the 2020 Census? Can we hit 100,000 calls on the national day of action on June 17? RSVP to make calls on Wednesday from 12:00-2:00 or 5:00-7:00 at bit.ly/CensusDayofAction



Social Media

- On the 2020 Census, you'll have the option to identify a relationship as same-sex—informing community planning for families and providing vital statistics to advocates and policymakers who work on LGBTQ+ issues. #WeCount #MassCounts
 - [Video from National Black Justice Coalition](#)
- We ALL will be counted! #2020Census #WeCount #MassCounts
 - [Video for LGBTQ+ community](#)
- Our families matter! Make sure they get counted in the #2020Census. #WeCount #MassCounts



DAY #3 - Wednesday, June 17 - Make 10,000 Calls to Immigrant Families to Get Out the Count

Join the Day of Action Phone Banks from 12:00-2:00 and 5:00-7:00

- Join our phone banks from 12:00-2:00 and 5:00-7:00. RSVP at bit.ly/CensusDayofAction and help us make 10,000 calls to get out the count on the day of action!
- Help us recruit new volunteers in your community for weekly Virtual Phone Banks, by sharing [this RSVP page](#) and sharing [this Facebook event page](#). Phone Banking will continue weekly on Tuesdays from 11:00-1:00, Wednesdays and Thursdays from 5:00-7:00, and Saturdays from 1:00-3:00. We need as many volunteers as possible, in all languages!

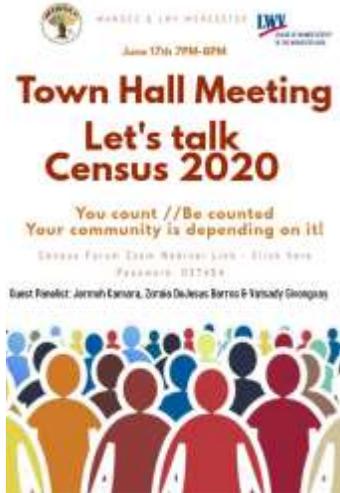
Virtual Events:

Join the Our Power, Our Census Facebook Live on facebook.com/civilrightsorg at 4:00 PM



Join the Town Hall with
League of Women Voters -
Western Massachusetts and
the Massachusetts Women

of Color Coalition from 7:00-8:00 PM. [RSVP here.](#)



Social Media

- **Sample Facebook posts:**

- The #2020Census is a way to get back what you put in. It's about time you get what's right, what you and your family and community deserve. But you have to be counted. And that means filling out your census form. #MassCounts



- Latinos are the second-largest population group in the country. We are here, this is our home, and we will be counted here. It is important we receive our fair share of support for our communities. #WeCount #HagaseContar



- **Sample Tweets:**

- Participating in the census helps determine how many books and computers our kids' school can afford, whether our elders can afford heating in the winter, and if there are bus routes where we need them. #MassCounts



- **Our kids count!** Support children and families by filling out the #2020Census. Just 10 questions determine their food, healthcare, and education for the next 10 years. #WeCount #MassCounts <https://www.youtube.com/watch?v=G7vUuOs2fRA>

DAY #4 - Thursday, June 18 - Support Essential Workers in Immigrant Communities

Join a GOTC Phone Bank from 5:00-7:00

- **RSVP** for the MassCounts phone bank to residents of low-response census tracts from 5:00-7:00: bit.ly/MACensusVPB
- **Help us recruit new volunteers** in your community for weekly Virtual Phone Banks, by sharing [this RSVP page](#) and sharing [this Facebook event page](#). Phone Banking will continue weekly on Tuesdays from 11:00-1:00, Wednesdays and Thursdays from 5:00-7:00, and Saturdays from 1:00-3:00. We need as many volunteers as possible, in all languages!

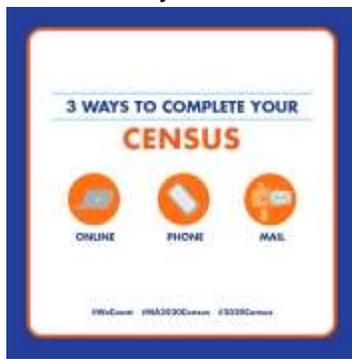
Social Media:

- **Sample Facebook posts:**

- Angel is an essential healthcare worker who keeps patients safe by disinfecting hospital rooms. Her work is critical to slow COVID19 but she needs our help. Help her count in the #2020Census #MassCounts <https://youtu.be/4Mu2vIBWOpY>



- Protect essential workers and stay at home! You can respond to the #2020Census from your house. Answering it today online, by phone, or mail, will impact your community for the next 10 years. #MassCounts



Virtual Events

Join us for a Coffee Chat at 3pm at [facebook.com/MA2020Census](https://www.facebook.com/MA2020Census)

Facebook DJ Live Party featuring DJ Cali Torrez: 8pm ET / 5pm PT (please check out CPD's Facebook page: <https://www.facebook.com/populardemocracy/>).

DAY #5 - Friday, June 19 - Juneteenth Celebration of Black Immigrants & the 2020 Census

Social Media

- **Sample Facebook post:**
 - The 2020 Census is about money, power, and respect. Take 10 minutes to claim your community's fair share for health care, housing, food, and schools. Three ways count right now: Go Online: my2020census.gov. Call: 844-330-2020 or mail in your form.





- No matter what, we remain committed to a fair and accurate #2020Census. We can't let

our communities be erased – we must ensure they get the representation and resources they need and deserve. #MassCounts



- **Sample Tweets:**

- #BlackLivesMatter and they also deserve to get counted in the #2020Census. #OurCount #MassCounts



- When our people are missing from the census, resources and political power for our communities get assigned to somewhere else — somewhere that already has more money, more privilege, and more power. #WeCount



Juneteenth Virtual Event

Stay tuned for more information!



DAY #6 - Saturday, June 20 - Refugee Day

Join a GOTC Phone Bank from 5:00-7:00

- [RSVP](#) for the MassCounts phone bank to residents of low-response census tracts from 5:00-7:00: bit.ly/MACensusVPB
- **Help us recruit new volunteers** in your community for weekly Virtual Phone Banks, by sharing [this RSVP page](#) and sharing [this Facebook event page](#). Phone Banking will continue weekly on Tuesdays from 11:00-1:00, Wednesdays and Thursdays from 5:00-7:00, and Saturdays from 1:00-3:00. We need as many volunteers as possible, in all languages!

Social Media

- **Sample Facebook Posts**
- They came here for us to count! #WeCount #HagaseContar #MassCounts



- Our refugee communities can't afford to miss out. We need to count in the 2020 Census. Say you'll be counted: censuscounts.org #MassCounts



DAY #7 - Sunday, June 21 - Faith Day of action

Social Media

- Sample Facebook Posts

- People of all faiths and creeds count! Make sure you fill out the #2020Census at my2020census.gov. #MassCounts #WeCount



- As people of faith, we participate in the #2020Census out of love for our neighbors because our communities deserve well funded schools, hospitals, roads, and transportation. Join us at 2020Census.gov. Together we can ensure a #FaithfulCensus
 - [Faith in Public Life video](#)

Faith Day of Action Virtual Events

Stay tuned for more!

More Resources

- Videos to share:



[count](#)

- [Our kids](#)

- [Black people deserve a fair count!](#)

- [Why Black people should care about the 2020 Census](#)
- [From Asian Americans Advancing Justice](#)
- **Social Media Graphics**
 - [Our count social media graphics](#)
 - [APALA graphics](#)