



NHPI Census Toolkit

Purpose: This toolkit is a way for your organization to engage your audience on the Census.

Suggested Timeline: Post between **March 12, 2020 and April 1, 2020.**

Suggested Use: Reach your audience catered for Native Hawaiian and Pacific Islanders (NHPI). The [PDF](#) can be used as a link share, and [PNG](#) files are provided to be used for your social media image upload (i.e. Instagram). Share the [toolkit](#) for distribution among partner networks. We also encourage you to use these cover photo [templates](#) for Facebook. Make your own graphics by inserting your own information and/or photos using the templates here; [Melanesian](#), [Micronesian](#), [Polynesian](#).

Hashtags:

- NHPI Specific
 - **#CountUsIn2020**
 - **#PasifikaCount**
 - **#WhoWillWriteMyStory**
 - **#IWillWriteMyStory** (use after April 1st)

- General
 - **#Census2020** or **#2020Census**
 - **#CountMeIn**

- Regional Tags: (We encourage you to use your regional hashtag if you have one that isn't listed below.)
 - **#CensusIE**
 - **#WeCountLA**
 - **#WeCountLongBeach**

Email Template

Subject: 2020 Census: The Pasifika Count Matters!

Hello Census Advocates,

This year we encourage you to speak to your family & friends about the 2020 Census.

When we think about the legacy that our community leaders left us with to continue advocating for Native Hawaiians and Pacific Islanders, we must match that greatness so that we can pass on the torch to the next generation.

The Census happens every *10 years*, and in 2020 it will determine how **\$1.5 trillion dollars** of funds are distributed to cities, states, and localities for jobs, schools, roads, medicare & medicaid, and so much more. Our communities are often undercounted in the Census, and this is an opportunity for us to be visible, to be heard, and to stand up for the future of our families. Together we can get our communities counted to get the resources that we need.

We know these conversations can be difficult to initiate, but we're here to help! Check out our brand new toolkit to talk about the Census. It includes: important dates, how to fill out the race question, and more!

[NHPI Census Toolkit](#)

Ready to get out the count? We ask you to:

1. **TALK:** about the Census to your loved ones using the toolkit provided
2. **SHARE:** the Census toolkit on social media!

Our communities deserve our fair share. Let's get out the count!

Sincerely,
[Your Organization]

Social Media Suggested Formatting/Messaging

- **Instagram**
 - Post multiple PNG files in order as a post and share as story on Instagram & Facebook
- **Facebook**
 - Post link to your page: <https://www.countusin2020.org/resources-nhpi>
 - Share as story
- **Twitter:**
 - Post a link to the toolkit or
 - Post a thread of images (PNG) w/ 3 posts
- **Sample Post 1:** Census season is here! This is the perfect time to speak to your family and friends about the upcoming #2020Census. Check out this toolkit that tells you what you need to know to get counted! #CountUsIn #PasifikaCount #WhoWillWriteMyStory <https://www.countusin2020.org/resources-nhpi>
- **Sample Post 2:** @StaceyAbrams said it best, “Get your money, get your power,” #WomensHistoryMonth, #CountUsIn #PasifikaCount #WhoWillWriteMyStory <https://www.countusin2020.org/resources-nhpi>

Infographics [\[PDF\]](#) [\[PNG\]](#)



Photo graphics [\[PNG\]](#)

