



**Digital Guide for Saturday, March 28, 2020**  
**The Wisdom of Our Elders: **Count Seniors Day****

Hi everyone,

*I pray all are well and safe!*

This is your friendly reminder that TODAY IS DAY SIX of our Unity 2020 Black Census Week, that is focused on the theme: *The Wisdom of Our Elders: Count Seniors Day*.



*Also, we ask you to pause to salute the memory of Rev. Dr. Joseph Echols Lowery, the Dean of the Civil Rights Movement, who slept away last night to join the ancestors—by continuing to the good works for civil rights, voting rights, workers' rights, women's rights, economic & social justice, criminal justice & gun reform, social justice and more!*

*Let us send up prayers for the Lowery family as they prepare to celebrate the giant of a man we were all blessed to know and love—*

*Rest in peace and power Dr. Lowery*

**Please share the following on your social media platforms today:**

**Featured Count Seniors Day Activity**

***For Black Seniors Day***—we encourage everyone to spread some love by checking on at least (5) seniors/elders in your family, community, social circles, faith community and more. As we know, our elderly are the most vulnerable as we all endure uncertain times during the Coronavirus Pandemic. So, after you check on them—make sure to ask them if they have completed their 2020 Census form! If not, remind them they can complete it by mail, phone or online @my2020census.gov. (see instructions below)

On-line at [my2020census.gov](https://my2020census.gov) – Online Response Guide  
<https://2020census.gov/en/ways-to-respond/responding-online.html>

By Phone at 844 -330- 2020 – Phone Response Guide

<https://2020census.gov/en/ways-to-respond/responding-by-phone.html>

By Mail – Mail Response Guide (Only when no response on the above 2 options)

<https://2020census.gov/en/ways-to-respond/responding-by-mail.html>

### **Sample Social Media Post**

*On Count Black Seniors Day*—we encourage you to check on a senior/elder in your family, community and social circles, and make sure they are okay, especially during this Coronavirus Pandemic—and then ask them to make sure to have complete their 2020 Census form. #BlackCensusWeek #CountMeBlack #CheckOnaSenior #Census2020

Your participation in the census greatly affects the amount of federal dollars that goes towards hundreds of programs, including Medicaid, SNAP, Section 8 Housing and more. Let’s follow our elders and Be counted, complete your 2020 Census form today @ my2020census.gov

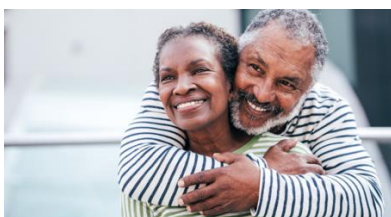
We get one chance every ten years to make a difference that can last a generation. Your count will impact over \$800 billion in federal funding for communities. Make sure to encourage our elders be counted in the 2020 Census by phone, mail or online @ my2020census.gov

### **Hashtags**

#BlackCensusWeek #CountmeBlack #CheckOnaSenior #Census2020

### **Social Media Graphics**

**\*Note:** There is space on these graphics to add your organization’s logo. If you need assistance, contact Lauren Moore, Communications/Social Media Consultant, NCBCP at [communications@ncbcp.org](mailto:communications@ncbcp.org) and she can create a co-branded infographic for your organization.

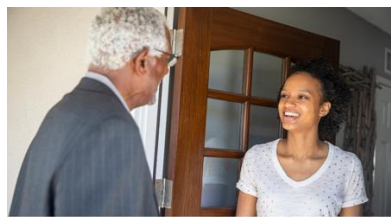


BlackCensusWeek

The Wisdom of Our Elders.  
Count Black Seniors.



#CountMeBlack @ my2020census.gov



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***Click here to download these social media graphics.***

### **Unity Partners Feature Videos**

Invitation to Complete the 2020 Census - <https://youtu.be/v1IFWTdRSig>

## **Additional Videos**

AARP 5 Ways to Avoid Census Scams

<https://www.aarp.org/money/scams-fraud/info-2019/census.html?cmp=SNO-ABC-TW-DEH&socialid=3225100098>

**Also, here are Unity 2020 Black Census Week activities taking place today by our national partners:**

### **A Philip Randolph Institute – *Daily Black Census Week DJ Line-Up***

Join **@a.philiprandolphinstitute** on Facebook and Instagram every day this week for the APRI BLACK CENSUS WEEK 2020 DJ TAKE OVA. APRI is definitely supporting local DJs & making a difference in our communities around the census. Follow **@a.philiprandolphinstitute** on Facebook to get the update for Saturday and Sunday. #APRICOUNTS #wecountblack #BlackCensusWeek

### **NAACP - *Black Census Week Daily Highlight***

**NAACP Black Census Week Day Six, Saturday** – NAACP Feature of the Day – **Criminal Justice Advocacy**

## **PARTNER RESOURCES**

### **Color of Change**

Interested in creating your own influencer video? Here is a sample by Helen Butler, Executive Director, GA Coalition for the People's Agenda. Click this link to see Helen's video and to create your own.

<https://yourvoice.colorofchange.org/video-single/1579987439144>

### **US Census Bureau**

Link to Census 2020 Self Response Rate Map

[https://2020census.gov/en/response-rates.html?utm\\_campaign=20200303msc20s1ccptrs&utm\\_medium=email&utm\\_source=govdelivery](https://2020census.gov/en/response-rates.html?utm_campaign=20200303msc20s1ccptrs&utm_medium=email&utm_source=govdelivery)

2020 Census – Enter the Get Out The Count Video Challenge Creative for a chance to win up to \$30,000 by creating videos to share the importance of the 2020 Census.

<https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge>

## **HIGHLIGHTS FROM DAY 5 – COUNT BLACK YOUTH DAY AND COUNT LBGTQ+ DAY**

**A.Philip Randolph Institute** hosted “2020 Black Census Week DJ Line Up” all week long. Yesterday, DJ Rook from Savannah, GA. If you missed it, check it out on Facebook at on A. Philip Randolph Institute's page.

**Georgia STAND-UP and Black Youth Vote** hosted a virtual Census Vibes Party via Zoom. GA Stand Up and BYV coordinators from around the country promoted census awareness and encouraged young people to take the census. The Census Vibes Party featured census trivia, give aways, dance battles and so much more.

**Community of Hope AME Church** held its “Census 2020 House Party” Friday featuring 8 hours of continuous music, by 8 different DJ representing ALL age demographics, including young DJ A-Eazy, 9 years old.

**National LGBTQ+ Task Force and National Black Justice Coalition** hosted “Queer the Census” Twitter Townhall in honor of #BlackCensusWeek to highlight the importance of the Black LGBTQ+ and queer community being counted in the 2020 Census.

**REMINDER----SHARE YOUR #BLACKCENSUSWEEK ACTIVITIES**

Lastly, please remember to send us any announcements of your organizations #BlackCensusWeek social media and online activities you are hosting TODAY or March 29th, to Holli Holliday, Esq., at [holliunity@ncbcp.org](mailto:holliunity@ncbcp.org)---so **we can share with all of the Unity 2020 Black Census Week Partners.**

*Thank you for your leadership, partnership and support!*

*In Solidarity,*

A handwritten signature in black ink that reads "Melanie". The signature is written in a cursive, flowing style.

Melanie