Resources for Census Counts Partners

Census Bureau
- Census Bureau 2020 Census
- Census Bureau PSA Toolkit
- The Opportunity Project
- Census Sample Language Guides

Materials for Outreach to Asian American, Native Hawaiian, and Pacific Islander Communities
- “Count Us In 2020” Campaign
- Census 2020 “Get Out the Count” Toolkit (Courtesy of Asian Americans Advancing Justice)
- Fact Sheet: Census 101 (Courtesy of Asian Americans Advancing Justice)
- Language Resources and How to Get Assistance
- APALA Digital Toolkit

Materials for Outreach to African American Communities
- Color of Change Census Hub
- National Urban League Census Hub
- NAACP Census Hub
- Toolkit to Engage Faith Based African Americans
- Social Media Toolkit to Engage African Americans
- US Census Bureau Handout

Materials for Outreach to Arab American Communities
- “Yalla Count Me In!” Campaign
- Translated census education resources and social media graphics (Courtesy of Yalla Count Me In!)

Materials for Outreach to the Business Community
- Detailed 2020 Census Business Toolkit
- Handout: How Business Can Contribute to an Accurate 2020 Census
- State-by-State Social Media Graphics Regarding Census Impact

Materials for Outreach to the Disabled Community
- Disability Rights Education & Defense Fund Community Toolkit
- National Disability Rights Network
- Census Counts Accessibility Toolkit
- The Arc Census Hub
- Why the Census Matters for People with Disabilities Fact Sheet (Georgetown Center for Poverty and Inequality)

Materials for Outreach to Immigrants
- FIRM Census Hub

Materials for Outreach to the Faith Community
- Faith in Public Life Censu...
Materials for Outreach to Native American Communities
- “Indian Country Counts” Campaign
- Toolkit to Engage Native Americans
- “Native Count” Campaign
- Native Count 2020 Flyer (Courtesy of NARF)
- 2020 Census Snapshot for American Indians and Alaska Natives
- National Urban Indian Coalition

Materials to Address Disinformation
- 2020 Census: Responding Online (Courtesy of Yalla Count Me In)
- Census and Security (Courtesy of Yalla Count Me In)
- Disinformation 101 (Courtesy of Yalla Count Me In)
- 2020 Census: Protecting Yourself Against Scams (Courtesy of Yalla Count Me In)
- What is Disinformation? (Courtesy of Yalla Count Me In)
- Detecting Disinformation (Courtesy of Yalla Count Me In)

Census Messaging Research
- Overview of Census Messaging Tests
- Article 1 National Audience Research
- Census Bureau CBAMS Survey and Focus Groups
- African American Community Census Messaging Test by Color of Change
- Arab American Community Census Messaging Test by Arab American Institute & American-Arab Anti-Discrimination Committee ADC
- Asian American Community Census Messaging Test by Asian Americans Advancing Justice
- Immigrant Community Census Messaging Test by San Joaquin Valley Health Fund
- Latino Community Census Messaging Test by NALEO
- Native American Community Messaging Test by National Congress of American Indians
- Parents and Other Householders Census Messaging Test by Partnership for America’s Children

Georgetown Center on Poverty and Inequality
- Why the Census Matters for Women and Girls
- Why the Census Matters for Reproductive Health
- Hard to Count Community Fact Sheets

Digital Organizing Tools
- Introduction to Digital Organizing
- SEO
- Email 101
- Social Media 101
- SMS 101
- Digital Ads 101
- Census 2020 Hard to Count Map
- How to Use the HTC map
- Response Outreach Area Mapper (ROAM) Hard to Count Map
- Creatives for the Count

Social Media Templates and Graphics
- Creatives for the Count
- Census Bureau Social Media Graphic Templates
- Census Bureau Social Media Posts
- Social Media Toolkit to Engage African Americans
- Social Media Templates to Engage Asian Americans
- Social Media Templates to Engage Arab Americans
- Social Media Toolkit to Engage Latinos
- State-by-State Social Media Graphics Regarding Census Impact

GOTC Hubs
- American-Arab Anti-Discrimination Committee
- Arab American Institute Foundation
- Asian Americans Advancing Justice (AAJC)
- Census Counts
- Color of Change
- Community Action Partnership
- Faith in Public Life
- FIRM
- Leadership Conference
- National LGBTQ Task Force
- National Congress of American Indians
- NAACP
- NALEO
- National Urban League
- ReadyNation/Council for Strong America
- Partnership for America’s Children
- State Voices

Other
- American Library Association
- American Library Association Guide to the 2020 Census
- Census Project
- Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds by Andrew Reamer
- Fair Count
- Funders Committee for Civic Participation
- National Association of Counties
- National Coalition for Literacy
- National Education Association
- National League of Cities
- Rock the Vote