



**Digital Guide for Friday, March 27, 2020**  
**Theme: *The Power Is In Your Hands: Count Black Youth Day***

**March 27, 2020**

Hi everyone,

*I pray all are well and safe!*

**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 28 – 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.**

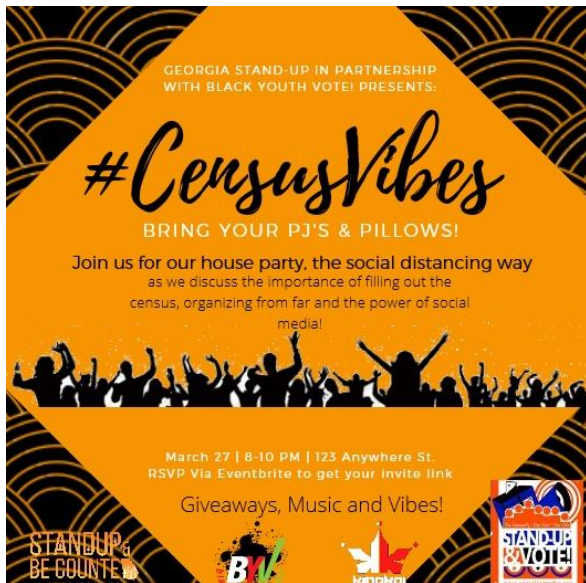
This is your friendly reminder that TODAY IS DAY FIVE of our Unity 2020 Black Census Week, that is focused on the theme: *“The Power Is In Your Hands: Count Black Youth Day”*

**PLEASE SHARE THE FOLLOWING ON YOUR SOCIAL MEDIA PLATFORMS TODAY**

**Featured Black Youth Activity for TODAY!!**

Georgia STAND-UP and Black Youth Vote will be hosting a virtual Census Vibes Party via Zoom. Friday, March 27th from **8-10 pm** during *Count Black Youth Day*. The party will highlight the importance of making sure there is a complete count of Black youth and young adults.

**RSVP Required:** Census Vibes Party “goers” must RSVP via Eventbrite@ : <https://www.eventbrite.com/e/census-vibes-virtual-party-tickets-100823162794>



**HASHTAGS**

#BlackCensusWeek #CountmeBlack #BeCounted2BuildPower #Census2020

**SAMPLE SOCIAL MEDIA POSTS**

Black millennials and generation Z---you have the power to change the world! Own your power by showing your power in the 2020 Census! Be Counted TODAY! @ my2020census.gov. #BlackCensusWeek #CountmeBlack #BeCounted2BuildPower #Census2020

Hey, college students, if you are home early due to the Coronavirus Pandemic, make sure you get counted TODAY @ my2020census.gov #BlackCensusWeek.#CountmeBlack #BeCounted2BuildPower #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 Power Is In Your Hands.  
Count Black Youth.



#CountMeBlack @ my2020census.gov



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*Click here to download these social media graphics.*

**VIDEOS**

**Young Black Students - 2020 Census: Be About It** - <https://youtu.be/Hn-517rkOMM>

**Cardi B Supports Census** - <https://youtu.be/psnpKlgQxIo>

**My Black Counts: Take the 2020 Census** -

<https://www.facebook.com/myblackcounts/videos/144694836886417/>

**Partner Influencer Videos**

**Jaida Jenkins Curtis, National Youth Coordinator for the APRI L.E.A.D. Program**

<https://www.facebook.com/1487622241531741/videos/665160930916229/>

**Black Youth Vote Kalamazoo Community Outreach Coordinators, Mira Williams & Jakayla Lipsey**

<https://www.facebook.com/BYVKZOO/videos/2486306401679771/>

**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. Friday night features DJ ROOK. Live at 8pm EST (7pm CST). #APRICOUNTS #wecountblack #BlackCensusWeek



**NAACP - Black Census Week Daily Highlight**

**NAACP Black Census Week Day Five, Friday – NAACP Feature of the day – Voting Rights/Civic Engagement**

**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**

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>

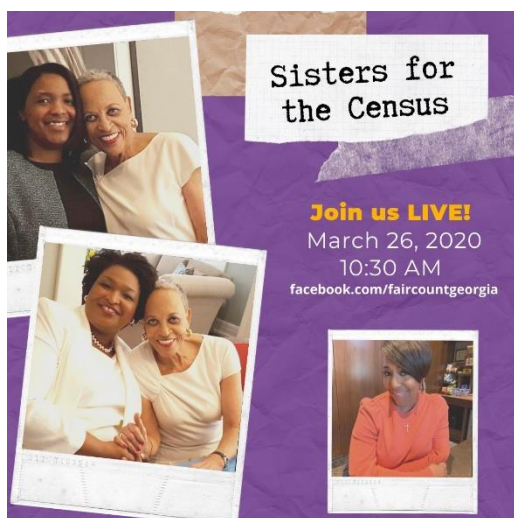
**HIGHLIGHTS FROM DAY 4 – COUNT BLACK IMMIGRANTS DAY**

All Week **APRI** has daily hosted “2020 Black Census Week DJ Line Up”. Yesterday, DJ YZO lifted up Black Immigrants resulting in over 1K organic views and growing. If you missed it, check it out

<https://www.facebook.com/a.philiprandolphinstitute/videos/700487047360108/>

**The Color Of Change Video Squad (#OurCount #GetCounted #BlackCensusWeek)**, made up of Black storytellers of all ages from across the nation, wants you to know how the 2020 Census impacts Black communities <https://www.facebook.com/colorofchange/videos/195043371922055>

**Fair Count and NCNW launched their Sisters for the Census** w/a Facebook Live conversation with Stacey Abrams, Dr. and Johnetta B.Cole, focusing on encouraging Black women and families to be counted in the 2020 Census.



**Institute of Caribbean Studies (ICS), in partnership with Africana Radio 55,** hosted a tele-conference call with Caribbean and African immigrant leaders from across the country to share updates and strategies to get out the Black immigrant count.

**NAACP – Black Census Week Webinar.** Yesterday, the NAACP hosted a Black Census Week Webinar w/leaders, activists and advocates to share the importance of getting out the Black count in a Covid 19 reality.



**NAACP BE COUNTED.**  
2020 CENSUS CAMPAIGN  
**BLACK CENSUS WEEK**  
WEBINAR

Join us for a session to learn and hear from leaders, activist and advocates who are pushing forward to get all community members counted in a Covid 19 reality

**Russell Boyd**  
National Field Organizer  
Health & College Division

**Casey Thomas, II**  
Council Member  
Dallas, Texas

**Aubrey Hooper**  
President, Dallas NAACP

**Rev. Dr. Zina Pierre**  
Senior Pastor, Bethel  
Restoration Church

**Jamal Watkins**  
SP, Civic Engagement  
NAACP

**Logan James**  
Education Committee  
Co-Chair, Spelman College  
NAACP Chapter

**Kimberly Jeffries Leonard, Ph.D.**  
National President of  
The Links, Incorporated

**MAR. 26, 2020 | 7:00 PM ET**

RSVP AT [NAACP.ORG/2020-CENSUS](https://naACP.org/2020-census)

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

***In Solidarity,***



**Melanie**