



Digital Guide for Friday, March 27, 2020
Celebrating our Diversity: **Count LGBTQ+ 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---so we can share with all of the Unity 2020 Black Census Week Partners.

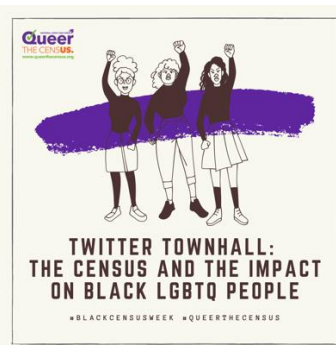
This is your friendly reminder that TODAY IS DAY FIVE of our Unity 2020 Black Census Week, that is focused on the theme: *“Celebrating our Diversity: Count LGBTQ+ Day”*

Please share the following on your social media platforms today:

Featured Black LGTQ+ Activity

Join the National LGBTQ+ Task Force and the National Black Justice Coalition for the **Black LGBTQ #QueertheCensus Twitter Townhall**

Today at 1 pm ET, moderated by @thetaskforce and @NBJConthemove. Join this conversation by following #QueertheCensus and #BlackCensusWeek. For more information, contact Shanequa Davis at sdavis@thetaskforce.org



Also, be sure to share the National LGBTQ+ Task Force’s Guide to the 2020 Census

<https://www.thetaskforce.org/wp-content/uploads/2019/05/Guide-to-the-2020-Census-An-Introduction.pdf>

Hashtags

#BlackCensusWeek #CountmeBlack #QueertheCensus #BeCounted2BuildPower #Census2020

Sample Social Media Posts

Your love, your future! TheLGBTQ+community is largely underrepresented and underserved. On the 2020 Census, you'll have the option to accurately identify your relationship status. Count your household @my2020census.gov. #BlackCensusWeek #QueertheCensus #CountMeBlack

LGBTQ people are disproportionately more likely to use Census funded programs like SNAP, Medicaid, and public housing however, this is even more pronounced for LGBTQ people of color. #BlackCensusWeek #Census2020 #QueerTheCensus

While about 10% of the general public receives SNAP benefits (aka food stamps), about 23% of LGBTQ people do, and about 28% of LGBTQ people of color receive SNAP benefits. #BlackCensusWeek #Census2020 #QueerTheCensus

Medicaid usage among the general population is roughly 13%, but for LGBTQ people it's 21% and for LGBTQ people of color it's 24% - really clear example of how multiple marginalized identities lead to exponential disproportionality #BlackCensusWeek #Census2020 #QueerTheCensus

The highest proportion of same-sex couples raising children under age 18 reside in areas of the country; like the South & Midwest, that also have the fewest nondiscrimination protections for LGBTQ families. #BlackCensusWeek #Census2020 #QueerTheCensus #AllofMeAlltheTime

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 and she can create a co-branded infographic for your organization.



BlackCensusWeek
Celebrate Our Diversity.
Count Black LGBTQ+ Family.
#CountMeBlack @ my2020census.gov



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[Click here to download these social media graphics.](#)

Unity Partners Feature Videos

Stacey Long Simmons, Vice President National LGBTQ+ Task Force

<https://www.facebook.com/stacey.long.712/videos/10159559650114465/>

Additional Videos

YWCA LGBTQ Census 2020 Video <https://youtu.be/oSUXYHbFGaU>

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](https://www.facebook.com/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

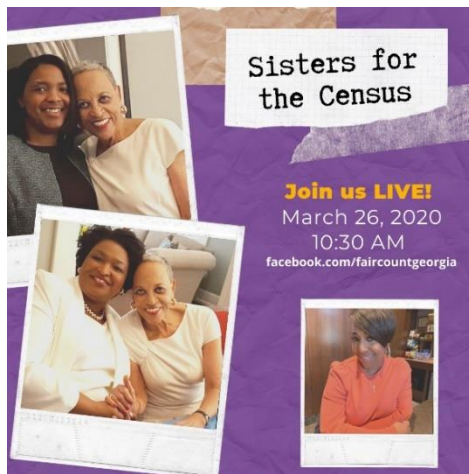
2020 Census – Enter the Get Out The Count Video Challenge Creative for a chance to win up to \$30,000 by creating videos to share the importance of the 2020 Census. <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge>

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.



Thank you for your leadership, partnership and support!

In Solidarity,

A handwritten signature in black ink, appearing to read 'Melanie', written in a cursive style.

Melanie