



# Winning Narratives: 2020 Census



**America can be its best when we look out for each other and work together as one nation.** The census data determines resources for the schools and parks in our neighborhoods and the money that funds programs that keep families healthy and fed. More importantly, census data is used to determine political representation in Congress and in our state.

We know **some politicians, and even Donald Trump, went to extreme lengths to eliminate our political power, and they've gone out of their way to create fear, chaos and confusion** around being counted in the census. Undermining our resilience allows them to jeopardize our future.

That's why **everyone living in the country needs to come together and make their voices heard. That starts with being counted in the 2020 census, no matter where you were born or where you live or how old you are.** The census is about representation. It's about reminding ourselves and those around us that live here, we work here and that our communities and our country are stronger because of that.

**The 2020 census will impact each of us--our friends, family and neighbors, too, for the next decade and beyond. We will only be truly free when we take the power to shape our future, not politicians who want to rig the rules against us. That is what filling out the census is about; using our voices to build our lives and thrive.**

- “We live in uncertain times but together we can fight whatever they throw at us, as we have every step of the way. We are supported by advocates, watch-dogs, litigators. – we are NOT alone.”
- “We will not be erased: We may not all be able to vote, but we CAN COUNT!”
- “This administration's fear is evidence of our power.”

- “Our undocumented communities are steeped in resilience. Everyday they face risks by just walking outside their door.
- “We will not be intimidated by the latest threat this administration is using to keep us from exercising our power.”
- “The census is about MONEY, POWER, RESPECT.”

- Lead with values. Stay positive, empowering, calm, authentic, resolute.
- Draw a picture of what we can secure for our communities when we work together for an accurate count.
- Don't lie – say data is “confidential” instead of “safe.”
- Meet people where they are: Acknowledge data sharing fears (DHS, landlords, taxes); empower them to make the right decision for them.
- Come back to the action you want the person to take (“get less-vulnerable people in your community to fill it out the census if you can't”).
- Make it local: cite local statistics, use state pride, name well-known local places.
- Speak in a way your grandmother would understand
- Allow self-determination (ex: undocumented communities willing to take risk for drivers licenses)