



# ARE YOU THERE, AMERICA?

THE 2020 U.S. CENSUS AND WHAT IT TAKES  
TO COUNT 328 MILLION

# WHAT IS THE CENSUS?

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IT'S ABOUT MONEY, POWER, AND EMPOWERMENT

# A CONSTITUTIONALLY MANDATED COUNT

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THAT HAPPENS EVERY 10 YEARS

# NUMBER OF SEATS IN THE HOUSE OF REPRESENTATIVES

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435 SEATS ARE DIVIDED UP BETWEEN ALL THE STATES BASED ON POPULATION

# **TRILLIONS OF DOLLARS OF FUNDING FOR CRITICAL SERVICES FOR THE THE NEXT 10 YEARS**

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HEALTHCARE, EMERGENCY SERVICES, PUBLIC SCHOOLS, ROADS, ETC.

# CHALLENGES?

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APATHY | DISTRUST OF GOVERNMENT | SOCIAL UNREST  
DIVISIVE POLITICAL ENVIRONMENT | HURRICANES | WILDFIRES  
COVID-19 PANDEMIC

**GO BIG. BE COLLABORATIVE.**

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14 AGENCIES ON THE TEAM



**NATIONAL SURVEY WITH 17,500 RESPONSE**  
**HUNDREDS OF FOCUS GROUPS**  
**10,000+ CREATIVE ASSETS**  
**59 LANGUAGES**

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EVERYTHING WAS BIG

**99.98% OF ALL HOUSEHOLDS COUNTED**

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SELF-RESPONSE RATE EXCEEDED 2010



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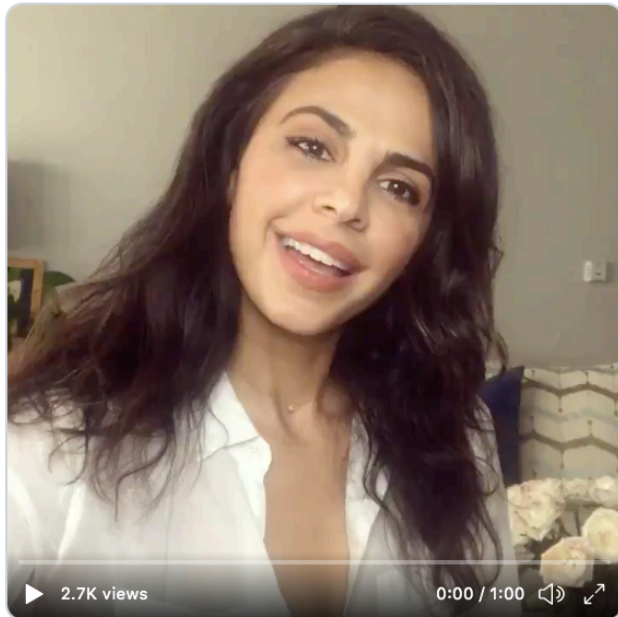


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**Azita Ghanizada** ✓  
@AzitaGhanizada

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**brittany packnett cunningham** ✓  
@MsPackyetti

Nothing about us should be decided without us. That includes our representation in Congress & resources in our communities.

Join the [@USCensusBureau](#) - go to [2020census.gov](#) & make it happen.

It takes just a few minutes to be counted and [#ShapeYourFuture](#) [#2020Census](#) [#ad](#)



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# TAKEAWAYS

- ▶ Include multicultural agencies throughout the entire process of a campaign.
- ▶ Multicultural audiences are not a target or market opportunity; they're people.
- ▶ Hire people who are rooted in the communities you are trying to reach. Trust and credibility among stakeholders is vital.
- ▶ Empathize with your audience to communicate in-language and in-cultural context.
- ▶ Be agile and ready to shift strategies based on the real-time issues affecting people.
- ▶ Layer data and research with nuanced cultural insights and cultural motivations to achieve the most effective messaging.



# THANK YOU

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