

BLACK CENSUS

PARTNER TOOLKIT

BACKGROUND

The Black Census is a unique survey about the needs and dreams of Black communities across the nation. We are aiming to receive survey responses from 200,000 Black people by November 30, 2022.

The survey collects information about key issues impacting Black communities including: generational oppression, mass incarceration, police violence, and inequities in healthcare and economic access. The goal is to use the information gathered to guide the priorities and positions of elected officials and help them determine how much funding to place in our communities for things like emergency response, city planning, education, housing and more.

This information could act as a resource for improving the ways our communities are served.

Join us and take The Black Census at BlackCensus.org

QUICK LINKS

[BFL WEBSITE](#)

[THE BLACK CENSUS](#)

FOLLOW US!



CONTENT TO SHARE

[DOWNLOAD ALL GRAPHICS HERE!](#)

POSTING GUIDANCE

PLEASE POST AT LEAST ONCE EVERY
WEEK LEADING UP TO THE NOV. 30, 2022
DEADLINE. THIS CHART CAN BE USED AS
AN EASY POSTING SCHEDULE TO FOLLOW.

WHAT TO POST	WHEN TO POST
“OUR LEGACY OF RESISTANCE” GRAPHIC	WED. 10/12
“JOIN US!” GRAPHIC	THU. 10/20
“TBC IS IMPORTANT” VIDEO	FRI. 10/28
“WE MUST BE COUNTED” GRAPHIC	TUE. 11/01
“WHY IS IT IMPORTANT” GRAPHIC	WED. 11/09
“BLACK CENSUS PANEL” VIDEO	THU. 11/17
“I COMPLETED THE BLACK CENSUS!” VIDEO	FRI. 11/24
“OUR COMMUNITIES NEEDS” VIDEO	WED. 11/30

MESSAGING GUIDANCE

THERE IS SAMPLE COPY PROVIDED IN THE FOLLOWING SLIDES BUT IF YOU WANT TO DEVELOP YOUR OWN MESSAGE, PLEASE USE THIS AS A GUIDE.

DO

Include a call to action: “Take The Black Census today!”

Share where folks can complete their survey: BlackCensus.org

Tell folks why The Black Census is important:

- Being counted potentially means more political representation and funding for our communities
- Funding allows for better healthcare access, new schools, safer roads + more grocery stores in our neighborhoods
- Being counted is a way to speak up for your communities' needs
- Filling out The Black Census is an opportunity to be in conversation with Black people about Black people to determine what's required for our collective conditions to change

DON'T

Use harmful or inaccessible language

Make folks feel ashamed

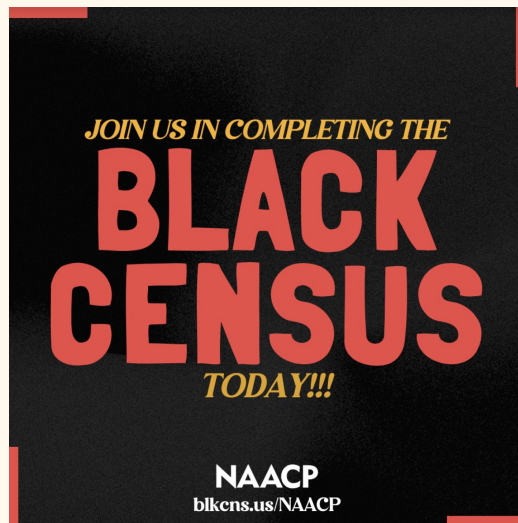
FIND YOUR ORG'S GRAPHIC

[VIEW ALL GRAPHICS HERE!](#)

Each partner organization has their own specific graphic which includes their logo and a unique link to complete The Black Census.

Please find your graphic at the link above.

EXAMPLE:



**BLACK
CENSUS**

GRAPHIC 1: OUR LEGACY OF RESISTANCE



**THE BLACK CENSUS CONTRIBUTES TO
OUR LEGACY OF RESISTANCE.
GO TO [BLACKCENSUS.ORG](https://blackcensus.org) AND FILL OUT
THE SURVEY TODAY!**

BlackCensus.org

SAMPLE CAPTION

Filling out The Black Census is a vital part in building power for Black people.

Answering this short survey will provide insights into what our communities need: from new schools to affordable housing.

Join us and complete yours today!
[BlackCensus.org](https://blackcensus.org) #BlackCensus

[DOWNLOAD HERE](#)

**BLACK
CENSUS**

GRAPHIC 2: JOIN US (YOUR ORG SPECIFIC GRAPHIC)



[DOWNLOAD HERE](#)

SAMPLE CAPTION

The Black Census is an opportunity for us to use our voices to impact future generations. It is one of many tools being used to aid the building of political power, which includes things like representation and funding.

There's no time to wait! Take a few min to complete The Black Census, today! Go to BlackCensus.org #BlackCensus

**BLACK
CENSUS**

GRAPHIC 3: TBC IS IMPORTANT (VIDEO)



[DOWNLOAD HERE](#)

SAMPLE CAPTION

The Black Census helps us understand how to better care for one another inside of our communities. We can't wait on legislation to create more equity–We must do it ourselves!

Go to BlackCensus.org and complete your Black Census today! #BlackCensus

GRAPHIC 4: WE MUST BE COUNTED



SAMPLE CAPTION

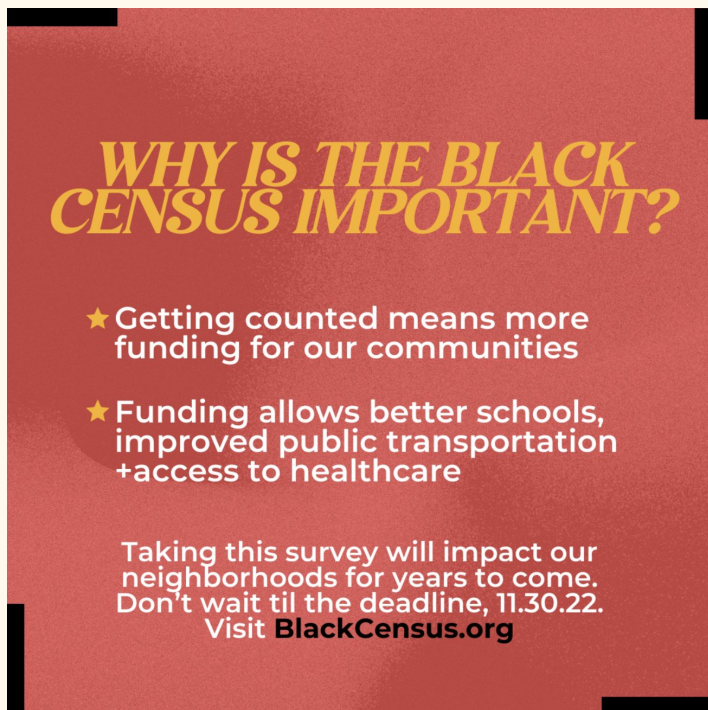
Taking part in The Black Census will put us in a stronger position to demand accountability from our elected officials + representatives. Let's get counted for our communities, our families and for ourselves!

Take a few min to complete your survey! Go to BlackCensus.org.
#BlackCensus

[DOWNLOAD HERE](#)

**BLACK
CENSUS**

GRAPHIC 5: WHY IS IT IMPORTANT?



[DOWNLOAD HERE](#)

SAMPLE CAPTION

The Black Census only takes a few minutes and can impact our lives for years to come!

The survey is 100% anonymous + will help determine how much funding to place in our communities for things like emergency response, education, housing and more.

Visit BlackCensus.org and take yours today!
#BlackCensus

GRAPHIC 6: BLACK CENSUS PANEL (VIDEO)



[DOWNLOAD HERE](#)

SAMPLE CAPTION

This is a chance to create our own table...not just a seat.

The Black Census is an opportunity for Black people of all ages + backgrounds to collectively discuss how our communities can be changed for the better. It can influence critical decisions that are made about where new schools should be built, additional public transportation routes, healthcare access and more.

Complete The Black Census, today at BlackCensus.org! #BlackCensus

**BLACK
CENSUS**

GRAPHIC 7: I COMPLETED THE BLACK CENSUS (VIDEO)



SAMPLE CAPTION

The Black Census is important! Our answers to this short survey are anonymous and can influence critical decisions that are made about where new schools should be built + much more.

Let's get counted! Go to BlackCensus.org.
#BlackCensus

[DOWNLOAD HERE](#)

**BLACK
CENSUS**

GRAPHIC 8: OUR COMMUNITIES NEEDS (VIDEO)



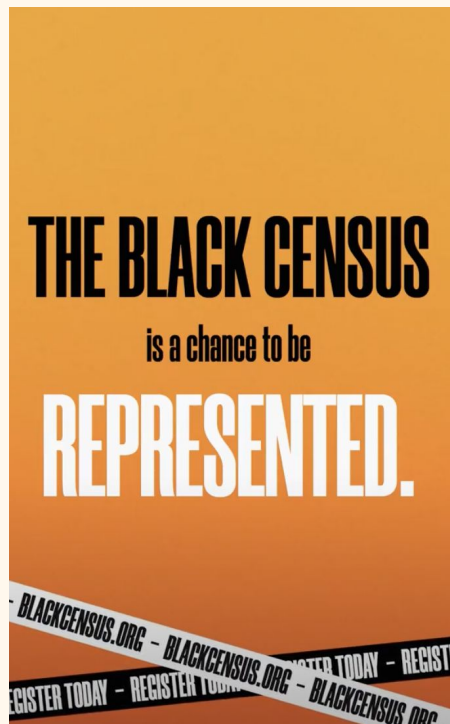
[DOWNLOAD HERE](#)

SAMPLE CAPTION

When you think of what your community needs, what comes to mind?
Access to healthcare?
Better public transportation?

The Black Census creates a direct pathway for us to influence the kind of support and funding coming into our communities. Complete your survey, today at [BlackCensus.org](https://blackcensus.org)! #BlackCensus

GRAPHIC 9: BE REPRESENTED (VIDEO)



[DOWNLOAD HERE](#)

SAMPLE CAPTION

The Black Census survey collects info about key issues including: generational oppression, mass incarceration, police violence, inequities in healthcare and economic access.

This information can act as a resource for improving the ways Black communities are served. Join us + go to BlackCensus.org! #BlackCensus

BACKGROUNDS: DOWNLOAD HERE

These blank backgrounds can be used to create IG Stories + Reels to post your own personalized message!

A solid red rectangular background.

BlackCensus.org

A solid light gray rectangular background.

BlackCensus.org

A solid yellow rectangular background.

BlackCensus.org

A solid black rectangular background.

BlackCensus.org

THANK YOU!