

Fair Count Resources for the Black Community



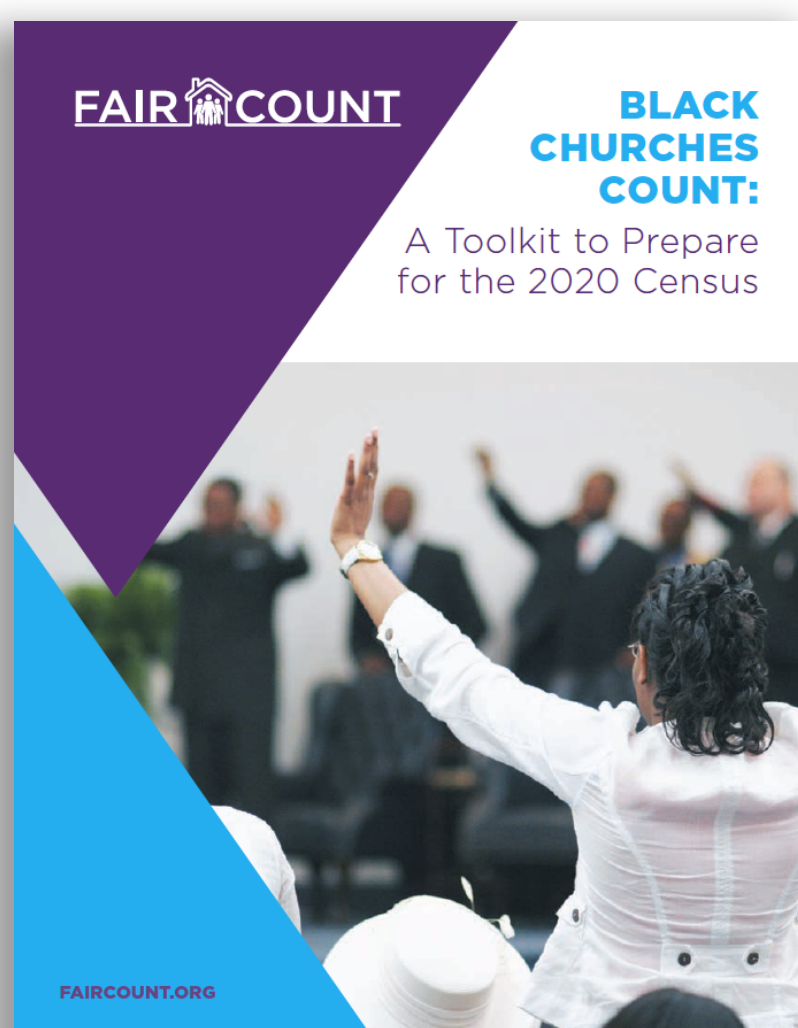
BLACK MEN COUNT began as a statewide Complete Count Committee in Georgia that launched in May 2019. Fair Count then partnered with Sigma Pi Phi Fraternity (better known as the Boule) to build a national movement focused on ensuring Black men are counted in the 2020 Census. Black Men Count is composed of faith leaders, elected officials, barbers, students, fraternity leaders, and returning citizens. The initiative utilizes innovative outreach approaches, including national tele-town halls and a program called 'Black Men Speak' that was created to give Black men space to gather and strategize to ensure that they are counted and civically engaged. Visit www.BlackMenCount.org to learn more!



SISTERS FOR THE CENSUS is a joint civic engagement campaign with Fair Count and the National Council of Negro Women that is focused on ensuring that Black women, children, and families are fairly and accurately counted in the 2020 Census. This effort combines the tools and strategies developed by Fair Count with the National Council of Negro Women's vast network of over 2 million Black women across the nation, including over 30 affiliate organizations with representation from sororities, professional societies, and faith-based associations. Goals of this effort include working to help recruit women across the country for census jobs, forming a Rapid Response Taskforce that will focus on communities that have low self-response rates, and developing specific advertisements and digital content to educate Black women on the importance of the 2020 Census and the power that they have to influence the resources and political power that the Black population deserves. Visit www.SistersForTheCensus.org to learn more!



BLACK AMERICA COUNTS is a joint initiative with Fair Count and the Congressional Black Caucus Foundation that is focused on fairly and accurately counting Black and Latinx communities in the 2020 Census. The partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to increase census turnout. Using Fair Count's model to identify the communities, CBCF's Center for Policy Research and Analysis mapped Black and Latinx communities that may not have Internet access, as well as other communities that lack the resources to accurately complete the 2020 Census in numbers comparable to other communities, populations, or regions. Visit www.cbcbfinc.org/research-policy/black-america-counts/ to learn more about the initiative and to see if your community is at risk of being undercounted.



BLACK CHURCHES COUNT is a toolkit designed for Black faith leaders to help achieve a complete and accurate count of their congregations and communities. The respectable standing of faith leaders and their ability to mobilize parishioners is critical to achieving full participation and representation in the 2020 Census. Black faith leaders act as the heads of local institutions that for generations have stood as a safe resource of trusted leadership, guidance, and information. Fair Count designed this toolkit as a guide for understanding the 2020 Census and its importance and to provide sample messaging for congregations. Visit www.faircount.org/faith-and-community-partnerships/ to download the toolkit and to get signed up for free, no obligation church management software through our Faith and Innovation Resources (FAIR) program.

Visit www.my2020census.gov right now to complete the 2020 Census, and go to www.FairCount.org to learn more about our work and how you can help your community get counted!