



# Effectively Engaging the MENA community in the 2020 Census

Peer Learning Lab  
Friday, August 28, 2020



A network diagram consisting of numerous circular nodes, each containing a blue silhouette of a person. The nodes are interconnected by thin teal lines, forming a complex web that suggests community connections and outreach efforts. The nodes vary in size, with some being larger and more central than others.

# Census Outreach Highlights



# CAIR CA Statewide MENA Partners

ACCESS California
Afghan Coalition
Al-Misbaah
American Muslim Community Foundation
American Muslim Society of Napa
Ar Razzaq Food Bank
Arab American Civic Council
Arab Resource and Organizing Center
Armenian Cultural Conservancy
Armenian National Committee of America
Assyrian United Orgs of CA
Badr Islamic Center
Bakersfield Islamic Center
CAIR Greater LA
CAIR SFBA
CAIR-Sacramento Valley /Central CA
CAIR-SD
COSVIO
ICNA Bay Area
ICNA Relief
ICNA Sacramento
Institute of Knowledge
Islamic Center of Fontana
Islamic Center of Hawthorne
Islamic Center of Inland Empire

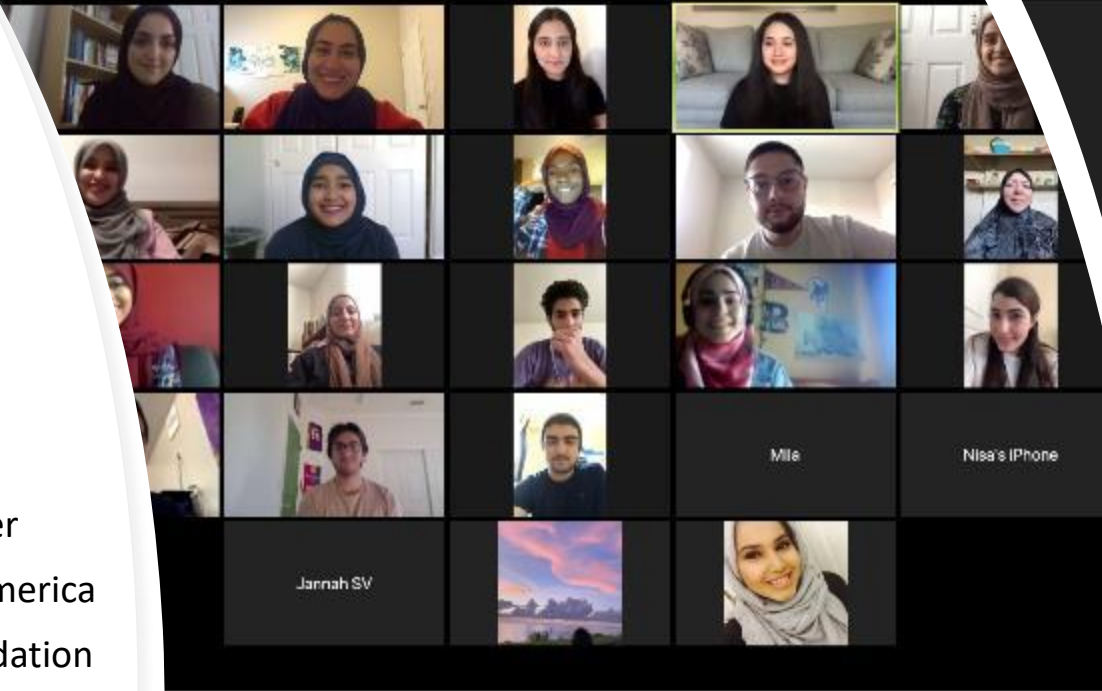
Islamic Center of Irvine
Islamic Center of Manteca
Islamic Center of Merced
Islamic Center of Modesto
Islamic Center of Riverside
Islamic Center of Santa Barbara
Islamic Center of Temecula Valley
Islamic Cultural Center of Fresno
Islamic Institute of Orange County
Islamic Shura Council of Southern California
Islamic Society of Corona Norco
Islamic Society of Orange County
Islamic Society of Tracy
Islamophobia Studies Center
Kurds in CA
Madera Islamic Center
MAS Community and Youth Center
MAS GLA
Masjid Aisha
Masjid Al Tawheed
Masjid Al-Farooq
Masjid Al-Fatimah
Masjid Annur Islamic Center
Masjid Fresno
Masjid Hanford

Masjid Imam Abu Hanifa
Masjid of Emaan (Stockton)
MAS-SD
MAS-SSF
MSA West
Muslim Community of Folsom
My Deen Islamic Center
Northern CA Islamic Council (NCIC)
Partnership for the Advance of New Americans
Pars Equality Center - LA
Pars Equality Center (Bay Area)
REDA
Sahaba Initiative
SALAM Islamic Center
Selma Mosque
Shia Muslim Council
St. George Othodox Church
Support Life Foundation
Tarbiya Institute Natomas
Tarbiya Institute Roseville
The Muslim Leadership Council
Tracy Islamic Center
United Market Group (Chaldean)



## Diverse Outreach Teams for Phone Banking and Text Banking

- Afghan Coalition
- Arab Resource and Organizing Center
- Armenian National Committee of America
- American Muslim Community Foundation
- Muslim American Society – PACE
- Muslim Students Association West
- Pars Equality Center – LA
- Partnership for the Advance of New Americans
- Support Life
- CAIR Los Angeles
- CAIR Sacramento Valley/Central California
- CAIR San Francisco Bay Area
- CAIR San Diego



# Multilingual Virtual QAC



**MENA VIRTUAL QAC**  
**Middle East North African**  
**Questionnaire Assistance Center (QAC)**  
.....  
**Do you need help filling out the Census?**  
آیا شما نیاز کمک به پرکردن سر شماری دارید؟  
هل تحتاج إلى مساعدة في ملء التعداد ؟  
آیا شما نیاز به کمک به پر کردن سرشماری؟  
ایا تاسو د سرشمیرنې په ډکولو کې مرستې ته اړتیا لرئ؟  
Մարդահամարը լրացնելու հարցում օգնության կարիք ունե՞ք:  
.....

United States  
**Census**  
**2020**

Call: 888-396-5070  
2020BeCounted.com

  
**CAIR**  
CALIFORNIA

- Languages
  - English
  - Arabic
  - Farsi
  - Dari
  - Pashto
  - Armenian
  - Urdu
  - Spanish
- More than 7,000 incoming calls/returned calls from phone banking
- Over 2,000 requests for in-language support
- Collaborative partner effort







# 2020 MUSLIM CENSUS DAY

*Our Voice. Our Community*  
**FRIDAY, APRIL 3**

Join American Muslims nationwide as we come together - virtually - to learn about how the census helps our communities and to fill out our forms!

Follow along with the hashtag **#MuslimsCount2020** on social media and join the conversations!

Logos for partner organizations: AMAC, ARDC, APNA, CAIR, etc.

## CENSUS 2020

# Why Muslim Political Power Is Important

August 14 at 5:30 p.m. PT | RSVP at [bit.ly/aug14censuslive](https://bit.ly/aug14censuslive)

Featuring Special Guests

**Aksha Asghar**  
Media Director  
Politen Education Fund

**Ishraq Ali**  
Organizing Director  
MPower Change

And CAIR-CA Staff

**Ayesha Kiani**  
CAIR-CA Staff  
Advocacy Manager

**Zahra Mirza**  
CAIR-CA Staff  
Public Affairs Manager

**Omar Khan**  
CAIR-CA Staff  
Community Outreach

**Zana Chafi**  
CAIR-CA Staff  
Community Outreach

**Shabana Nasser**  
CAIR-CA Staff  
Community Outreach

Logos for CAIR California, Census 2020, and COUNT US IN.

# Connecting the Census with Faith





# MENA Language/Ethnicity Visuals

أنا أهتم بالتعداد!

“

بصفتي عربيًا أمريكيًا ، فإن التأكد من أنني لست منسيًا أو لا يتم احتسابه يعد أمرًا كبيرًا بالنسبة لي ، كما يحدث كثيرًا مع مجموعات الأقليات



بصفتي مدرّسًا في المستقبل ، أهتم أن أكون قادرًا على تزويد طلابي بجودة تجربة الفصول الدراسية. مع استمرار أجدادي في النمو في العمر ، أتمنى أن يتم تزويدهم ببرامج مساعدة كبار السن. هذه هي الأسباب التي دفعتني إلى التأكد من إكمال التعداد السكاني لعام 2020. نظرًا لإكمال كل أسرة للتعداد ، فإنها تجذب المزيد من التمويل إلى المجتمع للمدارس والمستشفيات والبرامج المختلفة

”

LAILA ELREEDI

أكمل القائمة الآن!

888-396-5070 2020BECOUNTED.COM



I CAIR ABOUT THE CENSUS!

“

بالنظر إلى الفرصة ، أود أن أشارك معرفتي وتثقيف العديد من الناخبين المسلمين المسجلين.

إن العالم الذي نعيش فيه اليوم يعتمد بشكل كبير على ناخبيه ، والقدرة على مساعدة غير المدركين ، وإحداث تغيير في مجتمعي. التعداد السكاني لعام 2020 هو عمل صغير يمكننا القيام به. فعندما يتم ضربه بملايين الأشخاص ، هناك المزيد من القوة للتغيير. أتأكد أن تكمل التعداد السكاني لعام 2020



”

إيمان حسين





# Lessons Learned





# Lessons Learned

- Adapting due to COVID
  - Phone banking and text banking
  - Grocery store outreach and locations where community gathers
- Creating MENA language materials
  - Arabic is one of the 12 translated languages
  - Languages Guides available: Farsi, Urdu
  - Partners supported: Dari, Pashto, Armenian
- Using trusted messengers to educate that data will be secure



## A Memorable Story from Our Census Journey





# The Development and Support of Young People and Team Members (actual gifs from team chats)





**Resources for Census Outreach to MENA Community**  
**CAIR CA Census Landing Page: [2020becounted.com](https://2020becounted.com)**





# questions





# MENA Partner for the California Complete Count Office

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