

2020 US CENSUS CAMPAIGN

United States®
**Census
2020**

ALIANȚA

Alianta, together with the Romanian Embassy, community and church groups around the country, is supporting the US 2020 Census with an important social media campaign to encourage Romanian-Americans to mark themselves down as of Romanian-origin. Estimates of Romanian-American strength in the US, vary from 800,000 to 1.5 million. To make sure every American of Romanian heritage knows how to note that on their Census form, Alianta has launched a campaign with Romanian-Americans across the country to get the word out. An accurate count will help strengthen the US/Romanian partnership by showing the role of Romanian Americans in communities from coast to coast.

Singer Paula Seling and other leading Romanian-Americans are urging the community to show their pride by writing

"ROMANIAN"

on question 9.

WILL YOU JOIN US?



9. What is Person 1's race?
Mark one or more boxes AND print origins.

White - Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

ROMANIAN

Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese Vietnamese Native Hawaiian
 Filipino Korean Samoan
 Asian Indian Japanese Chamorro

The Campaign Plan

The paid social media campaign features 30 to 90 second spots, mostly on Youtube and Facebook. Using a #PROUDTOBEAMERICANROMANIAN hashtag, viewers will be able to widely share the videos.

How you can help

- Go to Alianta's website to see some of the videos and sign up to help spread the word.
- Contact your friends and relatives, tell them you're on board, and ask them to sign up too.
- Share Alianta's 2020 US Census posts on your social media.
- Make a special donation to Alianta for the social media buy in our 2020 US Census campaign