

UNIDOSUS

COUNT
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ON US



COMMUNICATIONS
TOOLKIT



COUNT ON US COMMUNICATIONS TOOLKIT

YOU ARE OUR BEST AMBASSADORS. We are counting on you to help spread the word about the contributions of Latinos. This toolkit includes:



Information About the Campaign



A Message Manual

providing research-based guidance and language you can use to spread the word in conversations, presentations, and through your own materials.



Campaign Videos



Social Media Content

to use throughout the campaign



ABOUT THE CAMPAIGN

Count on Us is a public communications campaign to raise awareness of Latinos' contributions to Arizona's economy and culture, and inspire action to remove barriers that Latinos and others face—in employment, education, housing, and health care. When more Latinos have access to good jobs, education, homes, and healthcare, they contribute even more to Arizona's economy and communities.

The campaign is a project of UnidosUS, the nation's largest Latino civil rights organization, in collaboration with eleven Arizona affiliates: Amistades, Arizona Hispanic Chamber of Commerce, Campesinos Sin Fronteras, Chicanos Por La Causa, Comité De Bien Estar, Friendly House, Hispanic Women's Corporation, Mexicayotl Academy, Mountain Park Health Center, Promise Arizona, and Valle del Sol.

The campaign is targeted to non-Latinos; national research commissioned by UnidosUS shows that most U.S. residents feel warmly toward Latinos, but do not recognize the contributions they make or barriers they face. Opening eyes to these realities can encourage more U.S. residents and leaders to support expanded access to equal opportunity for Latinos and others.

The campaign comes at a time when the Latino population has become the largest demographic group in Phoenix, according to data from the [U.S. Census Bureau](#). Arizona is at the leading edge of demographic change in the U.S. The state can be a model for the nation in responding to this change in positive, productive ways that benefit everyone.

Phoenix residents will see the **Count on Us** advertising campaign on digital platforms, billboards, and websites they go to for news and entertainment. Ads will invite people to the **Count on Us** website, where they can learn more and connect with UnidosUS and local affiliates to support their work.

The people in the campaign are real Arizona Latinos who are contributing to their communities and making a difference for all Arizonans.



Kathy Cano-Murillo is an artist and entrepreneur living and working in Phoenix. You may know her as the [Crafty Chica](#). She is a third-generation Mexican-American who celebrates her culture through her work.



Stephanie Vasquez owns and runs [Fair Trade Cafe](#). She also founded [Ella AZ](#), an organization dedicated to Latina leadership and empowerment, and Mujeres Mercado, a marketplace for Latina businesses.



Dr. Lupita Hightower is the [Superintendent of Tolleson Elementary School District](#). Her work serving the children of Arizona has resulted in being named Arizona Superintendent of the Year, National Latinx Superintendent of the Year, and a Cox Communications Hispanic Heritage Awardee.



Rob Ortega is an insurance adjuster and business owner. He runs his own appraisal business, [B&E Appraisal Services](#), in Phoenix and Tucson.



Ardell Deliz is a Fire Captain with the Phoenix Fire Department. She has been with the Fire Department for over 20 years. She co-founded Valley Women's Firefighter Society, is a member of the Technical Rescue Team, and coaches mountain biking at Franklin Police and Fire High School.



FIFTEEN-SECOND MESSAGE

Latinos are hardworking people who have contributed to Arizona’s economy and culture for generations. We should remove unfair barriers that deny Latinos access to opportunity and make it harder to care for our families and contribute to our communities. Doing so benefits all Arizonans.

ONE-MINUTE MESSAGE

Latinos are hardworking people who have contributed to Arizona’s economy and culture for generations.

Like all Arizonans, we want to take care of our families and contribute to our communities.

Despite our contributions to the state, the realities of our lives aren’t always recognized.

Government policies, business practices, and divisive politics set up unfair barriers that deny us access to real opportunity.

For example: Arizona policies prohibit multilingual education. Banks deny credit and loans more often to Latino households. Pregnant women and children who are recent legal immigrants are denied health care.

We should change policies, practices, and beliefs that hold Latinos back. When more Latinos have access to real opportunity—like good jobs, education, homes, and health care—we can take good care of our families.

By removing barriers and including Latinos, we can contribute even more to our economy and communities—and that benefits all Arizonans.

LATINO CONTRIBUTIONS TO ARIZONA

Latinos have shaped life in Arizona for generations. Like all Arizonans, they want to do well for their families and contribute to their communities through jobs, spending, taxes, and culture.

LATINOS KEEP ARIZONA WORKING.

- Latino-owned businesses **employ more than a million people** in Arizona. *(DATOS)*
- The state's hospitality, agriculture, health care, and professional services industries depend on Latino workers. In fact, more than 7 in 10 front line workers are Latino. *(Bureau of Labor Statistics)*
- Almost half of Arizona's k-12 students are Latino, so they are a big part of the next generation of Arizona workers, too. *(Census Bureau)*

LATINOS HELP DRIVE A HEALTHY STATE ECONOMY.

- Arizona Latinos **produce goods and services worth more than \$90B** each year. *(DATOS)*
- Latinos **spend over \$63B** a year at businesses right here in Arizona. *(DATOS)*
- And every year, **Latino immigrants contribute \$2.4 billion tax dollars** to help support our schools, roads, emergency services, and much more. *(State of Arizona)*

LATINOS CONTRIBUTE TO ARIZONA'S QUALITY OF LIFE—CULTURE AND INFRASTRUCTURE.

- From Arizona's history to our food to our art, Latinos have always played a part in Arizona's unique culture and quality of life.
- Latinos are leaders in business, government, education, and the arts. In fact, they lead all types of Arizona organizations: banks, construction companies, restaurants, factories, foundations, and educational institutions like Arizona State University.



LATINOS FACE BARRIERS THAT LIMIT OPPORTUNITIES

When more Latinos have access to good jobs, education, homes, and healthcare, they can build good lives for themselves—and contribute even more to Arizona’s economy and communities.

ARIZONA LATINOS FACE BARRIERS IN HEALTH CARE.

Latinos are hardworking people who have contributed to Arizona’s economy and culture for generations. We should remove unfair barriers that deny Latinos access to opportunity and make it harder to care for our families and contribute to our communities. Doing so benefits all Arizonans.

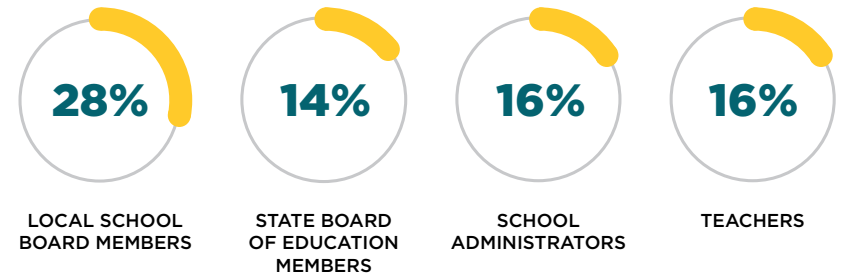
Federal law permits states to waive the 5-year waiting period before many legal immigrants are permitted to enroll in Medicaid and CHIP for pregnant women and children. Arizona is one of only a handful of states that has not provided access to much-needed care by applying the waiver. Lack of health insurance and affordable care for anyone affects all of us. Arizona should adopt the waiver and open up access to care for those who need it most.

ARIZONA LATINOS FACE BARRIERS IN EDUCATION.

There are not enough Latino educators in Arizona. Today, 46% of Arizona students in kindergarten through 12th grade are Latino. However, far fewer Latinos are educators and school administrators. Research indicates that test scores and attendance improve when children have teachers who are like them.

Multilingual, multicultural education benefits all students. In 2000, Arizona passed a state law prohibiting bilingual education. Placing multilingual students in English-only classrooms for subjects like math and science limits their success and affects test scores and graduation rates.

LATINOS IN ARIZONA EDUCATION



ARIZONA LATINOS FACE BARRIERS IN HOUSING.

Rising rents and home prices in Arizona put housing out of reach for many low- and even middle-income people. It takes a wage of over \$20 per hour to afford a one-bedroom apartment in Arizona, yet minimum wage is \$12.80 an hour.

Latinos spend a higher percentage of their income on housing than others in the state. Almost 25% of Latinos spend more than a third of their income on rent or mortgage, compared with 16% of non-Latinos.

The homeownership rate of Latinos in Arizona is almost double that of the US population as a whole, but not enough homes are being built in areas with high Latino populations.

HOW CAN YOU PARTICIPATE IN THE CAMPAIGN?

Commit to working together with other leaders and organizations to remove barriers that hold back Latinos and other Arizona residents from having the opportunities and tools we all need to live, learn, and thrive. **Here are some ideas to get you started.**

Share photos and/or posts from this event to your/your organization's social media account(s). Make sure to include the hashtag **#CountOnUsAZ** and tag **@weareunidosus**.

Broadcast live to your social media account(s) from the launch. It could be something like saying where you are, what the campaign is hoping to do, and letting your followers know they can keep checking back for more content from this campaign throughout the next two months. Or keep it even simpler by saying, "My name is [blank] and Arizona's Latino community can count on me."

Use the provided outreach toolkit to promote the campaign and Latinos' contributions to the community throughout **Hispanic Heritage Month** (September 15 - October 15).

Share the stories of our campaign spokespeople (provided to you) on your social media channels and encourage your followers to weigh in with their own favorite local champions.

Use the provided storytelling formula to **share your own stories** or stories of champions in your lives to your social media accounts, email lists, blog audience, etc.

Host Twitter town hall(s), Twitter Spaces, Facebook Live, and/or Instagram Live conversations to speak with your audiences about Latinos' contributions to the community, barriers they face, and possible solutions that would make a better Arizona for everyone. *(Contact us for help, if you'd like!)*

Follow **@WeAreUnidosUS** and its Arizona affiliates to stay engaged in the long-run.

Opt in to our network of allies, allowing us to share social media posts and content that others across the network can reshare and amplify. (Don't forget to follow the other allies taking part to build a network of allies even after this campaign is over.)

Reshare content from other people posting about the campaign and Hispanic Heritage Month.

Write an op-ed or letter to the editor promoting Latinos' contributions to the community, to be placed around Hispanic Heritage Month. *(You can contact us for assistance drafting, editing, pitching, or placing.)*

► **Access the Toolkit Online**
<https://unidosus.org/count-on-us-arizona/toolkit>



Count on Us Campaign Video

These will run on television and online. Please feel free to use and share widely through social media, online and in meetings.

[30 sec](#)

[15 sec](#)



Ardell Deliz's Story

Ardell Deliz is a fire captain with the Phoenix Fire Department.



Kathy Cano-Murillo's Story

Kathy Cano-Murillo is a creative entrepreneur and third generation Phoenician.

TOGETHER
WE CAN
DO BETTER



Stephanie Vasquez's Story

Stephanie Vasquez is the founder and owner of Fair Trade Cafe.



Dr. Lupita Hightower's Story

Dr. Hightower is the highly awarded Superintendent of Tolleson Elementary School District.

SOCIAL MEDIA **SAMPLE** POSTS



Do:

Remember, the limit for a Twitter post without links is **280 characters** and **257 characters** for a post with links.

Remember that people are more likely to engage in social media when there is a visual component like a photo, video, or image from a link. Images do not count against your 280 characters but links do.

Tag [@WeAreUnidosUS](#), use the [#CountOnUsAZ](#) in your post so that we can see and share it.

Feel free to personalize as you wish.

POST	VIDEO
<p>Arizona counts on Latinos to keep our economy and our communities strong. For more info go to https://countonusAZ.org @WeAreUnidosUS #CountOnUsAZ #Latinos</p>	 <p>:30 video</p>
<p>Twitter/Instagram: Latino businesses like @FairTradeCafeAZ create local jobs and contribute to AZ economy and culture. Watch Stephanie's story to find out more. @WeAreUnidosUS #CountOnUsAZ</p> <p>Facebook: Latino businesses like Fair Trade Cafe create local jobs and contribute to AZ economy and culture. Watch Stephanie's story to find out more. @WeAreUnidosUS #CountOnUsAZ</p>	 <p>Stephanie Video</p>

SOCIAL MEDIA **SAMPLE** POSTS (CONTINUED)

POST

Twitter/Instagram:

From our history to our food to our culture, AZ has always counted on Latinos to feed our bodies and our souls. Watch @CraftyChica talk about her experience starting a business and living in Phoenix. @WeAreUnidosUS #CountOnUsAZ

Facebook:

From our history to our food to our culture, AZ has always counted on Latinos to feed our bodies and our souls. Watch Crafty Chica by Kathy Cano-Murillo talk about her experience starting a business and living in Phoenix. @WeAreUnidosUS #CountOnUsAZ

Twitter:

“It’s mind blowing, the service that we provide to the community. People call us for everything.” Latinos keep AZ safe. Watch 20-year @PHXFire veteran Ardell’s story. @WeAreUnidosUS #CountOnUsAZ

Instagram:

“It’s mind blowing, the service that we provide to the community. People call us for everything.” Latinos keep AZ safe. Watch 20-year @PhoenixFireDepartment veteran Ardell’s story. @WeAreUnidosUS #CountOnUsAZ

Facebook:

“It’s mind blowing, the service that we provide to the community. People call us for everything.” Latinos keep AZ safe. Watch 20-year Phoenix Fire Department veteran Ardell’s story. @WeAreUnidosUS #CountOnUsAZ

VIDEO



[Kathy Video](#)



[Ardell Video](#)

SOCIAL MEDIA **SAMPLE** POSTS (CONTINUED)

POST

Twitter:

“Latino families and the Latino community bring belief in education, that trust in educators, and the students bring the work ethic to the school, just like their parents.” Watch @LupitaHightower @TollesonESD talk about education and student success. @WeAreUnidosUS #CountOnUsAZ

Facebook:

“Latino families and the Latino community bring belief in education, that trust in educators, and the students bring the work ethic to the school, just like their parents.” Watch Lupita Hightower Superintendent of Tolleson Elementary School District talk about education and student success. @WeAreUnidosUS #CountOnUsAZ

Instagram:

“Latino families and the Latino community bring belief in education, that trust in educators, and the students bring the work ethic to the school, just like their parents.” Watch Superintendent of #TollesonElementarySchoolDistrict talk about education and student success. @WeAreUnidosUS #CountOnUsAZ

VIDEO



[Dr. Hightower Video](#)

SOCIAL MEDIA **SAMPLE** POSTS (CONTINUED)

TWITTER POST & GRAPHIC

Arizona counts on Latinos to keep our economy and our communities strong. For more info go to <https://countonusAZ.org> @WeAreUnidosUS #CountOnUsAZ



[Count On Us Full Color Logo](#)

Latinos are hardworking people who have contributed to Arizona's economy and culture for generations. From our history to our food to our art, Latinos feed Arizona, body and soul. For more info go to <https://countonusAZ.org> @WeAreUnidosUS #CountOnUsAZ



[Kathy - Arizona Counts on Latinos](#)

FACEBOOK/IG POST & GRAPHIC

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SOCIAL MEDIA **SAMPLE** POSTS (CONTINUED)

TWITTER POST & GRAPHIC

Arizona Latinos own thriving businesses in AZ that create over \$91B in goods and services, create jobs and fuel the economy. For more info go to <https://countonusAZ.org> @WeAreUnidosUS #CountOnUsAZ



[Stephanie - Latino businesses create 1M+ jobs in Arizona](#)

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Latinos keep Arizona working. The state's hospitality, agriculture, health care, and professional services industries depend on Latino workers. For more info go to <https://countonusAZ.org> @WeAreUnidosUS #CountOnUsAZ



[Ardell - Over 70% of Latinos are Essential Workers](#)

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TWITTER POST & GRAPHIC

Latinos contribute to Arizona's economy by both creating and buying goods and services right here in our state. In fact, Arizona Latinos produce more than the entire state of New Hampshire. For more info go to <https://countonusAZ.org> @WeAreUnidosUS #CountOnUsAZ



[Rob - Arizona Latinos spend over \\$63B annually](#)

FACEBOOK/IG POST & GRAPHIC

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Arizona Latinos are helping to build our roads and fund our schools. They contribute billions of dollars in state and local taxes to make our communities strong. For more info go to <https://countonusAZ.org> #CountOnUsAZ



[Dr. Hightower - Latino Immigrants pay \\$2.4B in state taxes each year](#)

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