

connect, develop, and represent the
wanese American community in NYC

ur events are diverse, ranging from TAPpy Hours and park
ps to industry meetups, cooking workshops, and sports out

Follow us
@tapri



100+
events a year

TACL X CENSUS 2020 'WRITE IN TAIWANESE' CAMPAIGN

PROJECT PLAN

CHECK OTHER ASIAN

☑ 其他亞裔身分

請填寫

台灣人
TAIWANESE

2020 CENSUS | #COUNTA

WRITE IN
TAIWANESE

2020 CENSUS | #COUNTA

@WRITE-IN-Taiwanese-census

I PLEDGE TO
WRITE IN
TAIWANESE

2020 CENSUS | #COUNTA

@write.in.taiwanese.census

CULTURAL

PROFE

CAMPAIGN MISSION

1

To inform Taiwanese and Taiwanese Americans about what the United States Census is, what it is used for, and how to meaningfully participate

2

Support those who identify as Taiwanese to state so on the 2020 Census by checking “Other Asian” and writing in “Taiwanese” under the question for race

BUILDING A NATIONAL COALITION

TACL PROGRAMS

Taiwanese American Professionals (TAP)

TAP – Atlanta

ATLANTA, GEORGIA

TAP – Austin

AUSTIN, TEXAS

TAP – Boston

BOSTON, MASSACHUSETTS

TAP – Los Angeles

LOS ANGELES, CALIFORNIA

TAP – New York

NEW YORK, NEW YORK

TAP – Orange County

ORANGE COUNTY, CALIFORNIA

TAP – San Diego

SAN DIEGO, CALIFORNIA

TAP – San Francisco

SAN FRANCISCO, CALIFORNIA

TAP – Seattle

SEATTLE, WASHINGTON

TAP – Washington DC

WASHINGTON DC

Youth Camps & Programs

LID – Leadership Identify Development

SOUTHERN CALIFORNIA

LYF – Leading Youth Forward

SAN FRANCISCO BAY AREA

JTASA – Junior Taiwanese American Student Association

NATIONAL

BUILDING A NATIONAL COALITION

TAIWANESE COMMUNITY OUTREACH PARTNERS

National Organizations

Formosan Association for Public Affairs (FAPA)
Intercollegiate Taiwanese American Student Association (ITASA)
Ketagalan Media
National Alliance of Taiwan Women's Association (NATWA) and their regional chapters
STEP Taiwan
Taiwanese American Foundation (TAF)
TaiwaneseAmerican.org
Taiwanese American Next Generation (TANG)
Taiwanese Association of America (TAA USA) and their local chapters
TAA – New York
TAA – New Jersey
Oversea Taiwanese for Democracy
Taiwanese Junior Chambers of Commerce
Keep Taiwan Free
Outreach for Taiwan

Taiwanese/Taiwanese American Centers

San Diego, California
New York, New York
Los Angeles, California
San Jose, California

BUILDING A NATIONAL COALITION

TAIWANESE COMMUNITY OUTREACH PARTNERS

Taiwanese Religious Communities

Hsi Lai Temple – Los Angeles
Evangelical Formosan Church Network
First Evangelical Church Network

Educational Organizations

Intercollegiate Taiwanese American Student Association (ITASA)
Outreach for Taiwan

Conventions & Conferences

TACL Convention (September 2019)
ORANGE COUNTY, CALIFORNIA

NATWA National Board Convention (October 2019)
WASHINGTON DC

TACL Convention (January 2020)
ATLANTA, GEORGIA

ITASA National Conference (February 2020)
WASHINGTON DC

Taiwanese American Conference – East Coast
JULY 4 – JULY 6 | WESTCHESTER UNIVERSITY, PA

Taiwanese American Conference – West Coast
JULY 19 – JULY 20 | UNIVERSITY OF UTAH, UT



SOCIAL MEDIA ENGAGEMENT

2019

Taiwanese Heritage Week - SF - May 11th
 Taiwanese Heritage Week - LA - May
 Passport To Taiwan - NYC - May 26th
 LYF Camp - June 24th To June 30th
 Tang/TACEC Summer Camp - July 4th To July 7th
 TACWC - July 19th To July 20th
 LID Camp - July 21st To July 26th
 TAF Summer Camp - July 28th To August 4th
 Taiwanese Wave - NYC - August 3rd
 Bubble Tea Festival - NYC - August

2020

ITASA National Convention - Feb, 2020
 Yes! Taiwan - Houston - April, 2020
 Census Drive Week – April 1-12, 2020

CAMPAIGN CREATIVE ASSETS



download the #CounTA
media kit

<https://tinyurl.com/counTAMedia>

bilingual infographics, flyers,
stickers, logos, & more

CAMPAIGN CREATIVE ASSETS

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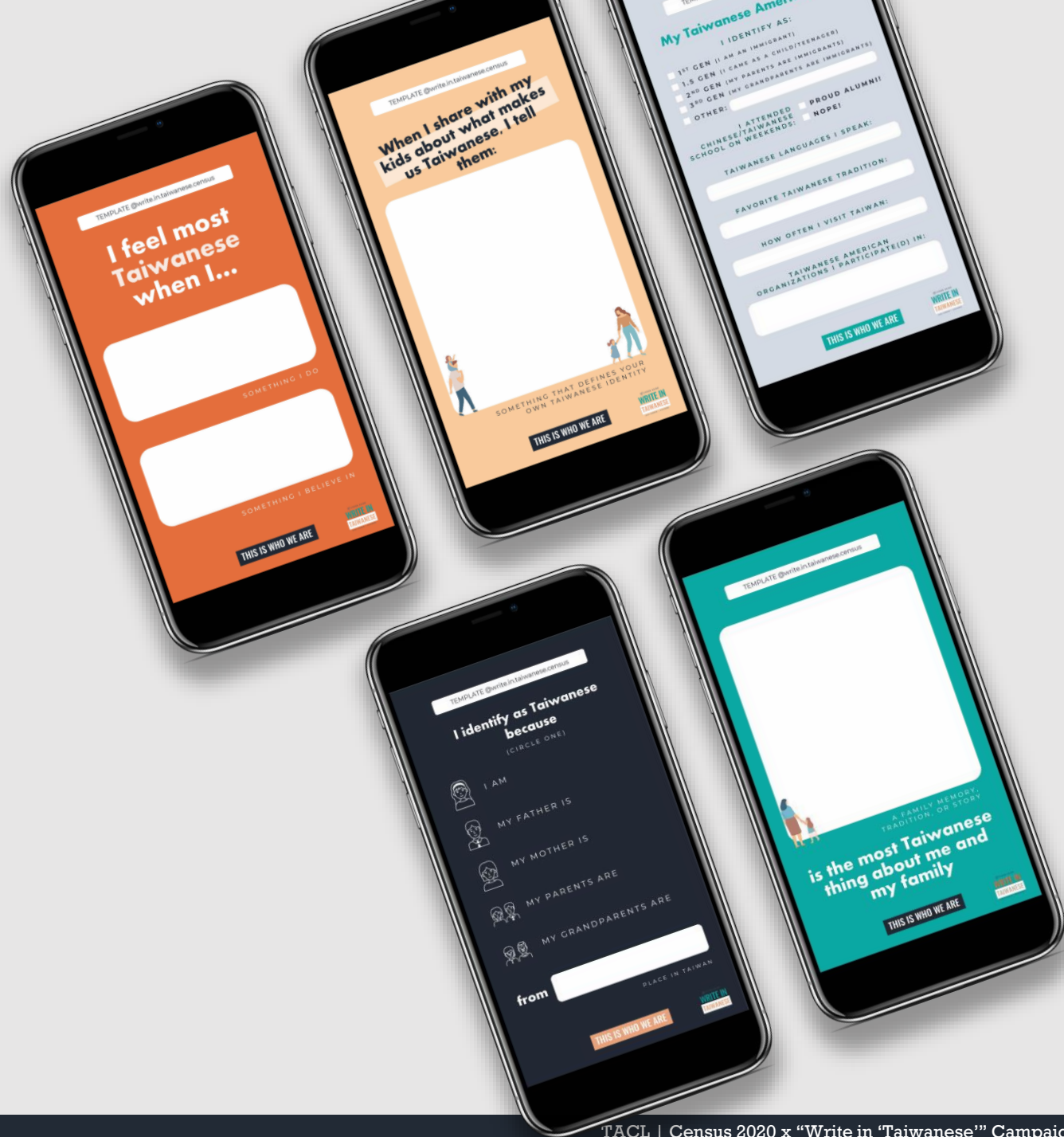


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CAMPAIGN PUBLIC SERVICE ANNOUNCEMENT



GRASSROOTS FUNDRAISING

T-SHIRT & MERCHANDISE SALES



INDIVIDUAL CAMPAIGN CONTRIBUTIONS