

EITC Marketing Timeline

August

Review previous years' marketing materials

Contact area banks for interest in: 1-joining coalition, 2-sponsoring efforts, 3-providing account services at filings

Develop presentation (PowerPoint or other) and shop it to local service groups

September

Research hotline options

For first-time programs or programs with major news/upgrades – consider planning a media event in early Jan.

Contact local cable provider and radio stations for PSA options

October

Finalize all marketing materials: flyers, posters, paycheck stuffers, etc.

Contact printers, ask for discounts or donation of service

Ask area social service agencies to provide information to their clients and/or offer outreach at filings

Request opportunity to appear on area radio/TV talk shows to discuss program

November

Letter to employers explaining service; ask them to distribute materials to their employees

Issue press release with program information, filing dates

December

Order/place signage announcing free filing dates

Distribute flyers/posters throughout community

January

Send filing date information to area churches and schools

Host media event to kickoff filings, if appropriate for your program

Throughout Tax Season

Touch base with hotline provider for input

Replenish posters/flyers as needed

Change signage throughout season with updates (less is more)

Post Tax Season

Consider writing press release touting successes of season

Write letter to editor recognizing volunteers, coalition members