

EITC Sample Outreach Materials and Local Resources Guide

Sample Outreach Materials

IRS EITC Central Basic Marketing & Communication Materials

www.eitc.irs.gov/ptoolkit/basicmaterials/

This Web link includes sample news articles, press releases, audio files, public service announcements, and letters to the editors. Additionally, it includes EITC statistics by State and the IRS's key messages about the EITC for helping you craft your own communications.

IRS EITC Central Fact Sheets

www.eitc.irs.gov/ptoolkit/factsheets/

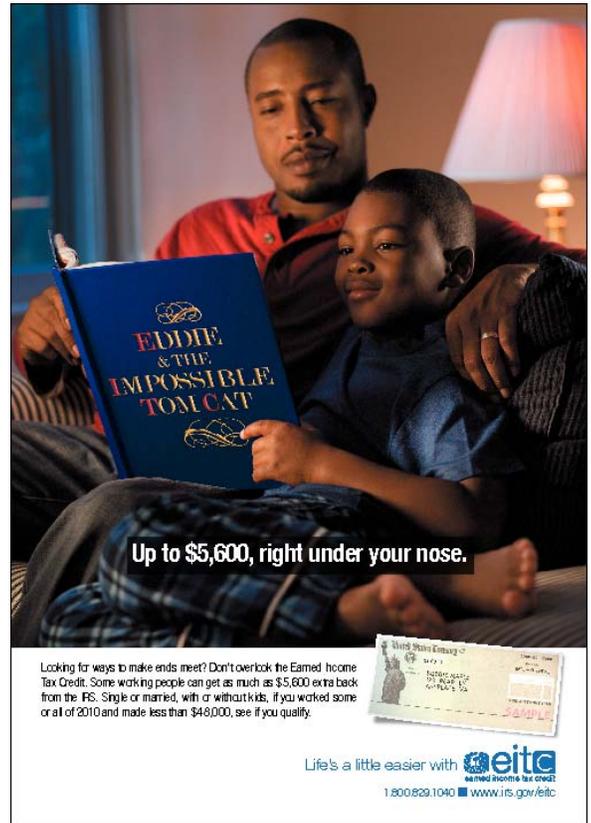
Included are short (300 word) articles that can be copied and used on your Web site, on flyers, or for training staff to talk about the EITC & free tax filing options. Topics include:

- Free Tax Help
- Choose a Paid Preparer with Care
- Bring the Documents You Need to Get the EITC You Deserve
- Low Income Tax Clinic
- Where's My Refund
- Use Tax Refunds to Buy I-Bonds

IRS Marketing Express

www.eitc.irs.gov/express/main/

Professional quality advertising materials such as postcards, flyers, and newspaper and magazine advertisements are available from the IRS *Marketing Express* page. They can be customized online with contact information and a logo for your agency or a specific free tax preparation site. Materials combine EITC promotion with visual cues about healthy eating, strong families, education, and savings through savings bonds. They are available in black & white or color, and in Spanish or English.



Up to \$5,600, right under your nose.

Looking for ways to make ends meet? Don't overlook the Earned Income Tax Credit. Some working people can get as much as \$5,600 extra back from the IRS. Single or married, with or without kids, if you worked some or all of 2010 and made less than \$48,000, see if you qualify.

Life's a little easier with  eitc
1.800.829.1040 ■ www.irs.gov/eitc

Center on Budget and Policy Priorities *Money Talks!* *Have You Heard? National Tax Credit Outreach Campaign Tools & Materials* eitcoutreach.org/category/outreach-tools

The *Money Talks! Have You Heard? National Tax Credit Outreach Campaign* provides customizable resources from the industry leader in EITC promotion including flyers in 21 languages, envelope stuffers, and posters; a VITA Site Checklist of items that filers need to bring in order to get their

taxes done that also warn filers about Refund Anticipation Loans (RALs); a sample Press Release; and an EITC & CTC Benefit Amounts chart. Consider sharing the “10 Ways Flyers” of ideas for promoting the EITC with your partners at Businesses, Housing Groups, Job Training Programs, Colleges, and Early Childhood Programs.

National League of Cities *Maximizing the Earned Income Tax Credit in Your Community: A Toolkit for Municipal Leaders*

www.nlc.org/IYEF/EITC/

This toolkit makes the case for why municipal governments should take the lead in promoting the EITC and free tax preparation for low-income working residents; delineates opportunities for support from the National League of Cities; and explains how free tax preparation sites can connect families to other benefits such as food stamps (SNAP), free or low-cost health insurance, and financial education and asset-building opportunities.

Corporate Voices for Working Families EITC Toolkit

www.cvworkingfamilies.org/publications/familyconstability

This includes resources for educating employees and clients about the benefits of claiming the EITC. Materials include Paycheck Stuffers in Spanish and English, an EITC Poster, and a calendar of ways you can promote valuable tax credits throughout the year. (Note: Release of the 2010 Toolkit is scheduled for the week of January 24, 2011.)

Accessing Local Resources

Center on Budget and Policy Priorities *Directory of EITC Community-Based Partnerships*

www.cbpp.org/eitc-partnership/state-links.htm

This Web link allows you to find EITC Coalitions in your area. In addition to having information about local free tax preparation sites, State, regional, and local EITC Coalitions often create their own marketing and educational materials which you may be able to use for outreach. They will be especially interested in partnering with you to reach extremely low-income residents receiving TANF, often an under-served population for the EITC.

IRS *Nationwide Free Tax Preparation Site List*

www.irs.gov/individuals/article/0,,id=219171,00.html

This list includes locations, dates and hours of operation, languages spoken, and e-file capabilities (Federal, State, or both) for VITA sites by State. This is not an exhaustive list of free tax preparation sites. Additional sites can be found by calling the IRS VITA site locator number at 1-800-906-9887.

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PUT MORE MONEY IN YOUR POCKET

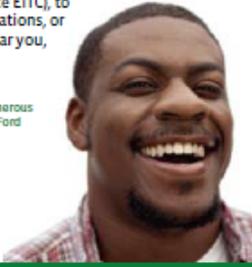
The Earned Income Tax Credit (EITC) lets you and your family keep more of the money you work so hard to earn. You may be eligible to receive a tax refund check of up to \$5,657.

YOU MAY QUALIFY for the EITC if you have a valid Social Security Number, you are a U.S. citizen or resident alien, and your salary is less than the following:

<ul style="list-style-type: none">■ \$43,279 (\$48,279 married filing jointly) with three or more qualifying children■ \$40,295 (\$45,295 married filing jointly) with two qualifying children	<ul style="list-style-type: none">■ \$35,463 (\$40,463 married filing jointly) with one qualifying child■ \$13,440 (\$18,440 married filing jointly) with no qualifying children
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FILE FOR THE EITC when you complete your federal taxes. Volunteer Income Tax Assistance (VITA) centers in your area offer free electronic tax preparation assistance, and volunteer staff members are available to answer your questions.

TO LEARN MORE about the benefits of the EITC (and Advance EITC), to get a full list of qualifications, or to find a VITA center near you, talk to your employer.



Made possible through the generous support of the Annie E. Casey, Ford and Hitachi Foundations.



Corporate Voices
for Working Families