



# EITC Outreach

## Tried and True Tips for Your EITC Campaign

The following suggestions and best practices from successful EITC campaigns can help jump-start a new Earned Income Tax Credit marketing campaign or kick a current campaign up a notch.

There are abundant and limitless opportunities to promote EITC in your community, many at little or no cost. But, whether you plan to start big or small, early planning and collaboration is the key to success.

Many resources are available to support your campaign. In December, find grab-and-go communication products at EITC Central ([www.eitc.irs.gov](http://www.eitc.irs.gov), Partner Toolkit tab). Co-brand and customize products from the EITC ad campaign at Marketing Express ([www.eitc.irs.gov](http://www.eitc.irs.gov), Marketing Express tab). Watch our hot topics for the video of the informational webinar, EITC marketing Made EZ. In addition, your IRS Relationship Manager will support you with connections to other interested parties.

### Get started now

Form a partnership with other interested parties, including:

- Elected officials at the state and local level, including: your governor, congressmen/women, state representatives, county commissioners, mayor, city council members, assemblymen/women, and other elected officials
- Charitable organizations
- Agencies assisting lower income individuals and families
- Organizations and schools assisting persons with disabilities
- Financial institutions
- School Boards
- Churches and faith-based organizations
- Major employers
- County Extension Services
- Food banks and shelters
- Job banks
- Low Income Tax Clinics
- Volunteer tax assistance sponsors

### Plan to participate in EITC Awareness Day

Join interested parties nationwide in generating extensive mainstream and social media activity to spotlight EITC by:

- Sending a letter to the editor of your local paper (samples are on EITC Central)
- Issuing a news release (samples are on EITC Central)



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- Holding a news conference and inviting EVERYONE
- Staging a media event to coincide with the opening of a local volunteer assistance site
- Tweeting about EITC (a sample is on EITC Central)

## Keep the EITC message alive through the end of the filing season

There are many ways to continue EITC outreach after Awareness Day, including:

- Leverage opportunities in your local office(s)
  - Place a message on your telephone system for callers placed on-hold (find samples in English and Spanish on EITC Central)
  - Place posters in waiting areas. You can co-brand with the IRS EITC campaign using Marketing Express
  - Inform your staff about EITC and encourage them to alert clients and customers about the credit
  - Include an article in your newsletters (a sample is on EITC Central)
- Use social media and your own website:
  - Blog about EITC
  - Use Twitter (sample tweets are on EITC Central)
  - Place a widget on your website or Facebook page (find the widget on EITC Central)
  - Place a banner on your website (find the banner on EITC Central)
  - Place information on your website (a sample 200-word Web article is on EITC Central)
- Work your local media
  - Contact TV news directors and/or consumer reporters and pitch the EITC story
  - Contact editors at daily and weekly newspapers and pitch the EITC story
  - Contact programming directors at radio/TV/cable stations, ask for time on community programs
  - Contact talk radio stations and offer to appear on call-in shows
  - Identify EITC champions (EITC recipients, financial institutions, school officials, ministers, college coaches, pro athletes, other well-known personalities, etc.) to serve as spokespersons to tell the EITC story
  - Provide EITC public service messages to cable TV stations
  - Produce public service announcements in partnership with EITC champions, EITC partners and supporting radio/TV/cable stations
  - Solicit sponsors for EITC newspaper ads
  - Ask local media to include an EITC message on their websites
  - Include Hispanic, Chinese, and other ethnic media in your campaign
- Maximize use of established community communication channels:
  - Ask shopping malls and other merchants to promote EITC on signs
  - Ask schools, Head Start programs, and child care facilities to alert parents
  - Ask employers to alert employees through paychecks, bulletin boards, etc.



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- Ask county extension services and other partners to include in their newsletters
- Ask libraries to promote EITC through signs and children's reading programs
- Ask food banks, shelters, women's crisis centers, etc. to share EITC information with their clients
- Ask fast food restaurants to include a message on their tray liners
- Place posters in supermarkets and money transfer offices
- Piggyback on current community events, such as:
  - Financial seminars
  - Community service fairs
  - Events for expectant mothers
  - Faith-based fairs and happenings
  - Food drives and distributions
  - "No child left behind" activities
  - Kids Count conferences
  - Martin Luther King Day, President's Day, Mardi Gras, St. Patrick's Day and other parades and celebrations

### **Best practices -- what we can learn from others...**

#### Best practices from financial institution partners:

- Create teams to support EITC initiatives, i.e., non-banking taxpayers, homeowner IDA programs
- Share stories (with permission) about customers who used their EITC to create assets
- Attach IRS Publication 962, Earned Income Tax Credit (stuffer) to customers' deposit receipts
- Offer free financial literacy classes
- Sponsor or participate in Financial Fitness Fairs

#### Best practices from educational institution partners:

- Distribute flyers to schools in low income areas
- Offer student incentives for serving as volunteers at free tax return preparation sites
- Promote EITC information at public events such as Kids Count Conferences, etc
- Offer accounting students credit for making community presentations on EITC and other low income tax issues
- Offer advertising/marketing students credit for creating awareness campaigns for local EITC coalitions
- Promote EITC to working students with children through bulletin boards, flyers, student newspapers, etc.



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## Best practices from governmental agency partners:

- Engage first ladies in communication activities
- Include EITC messages in public assistance checks
- Include an EITC message on Forms 1099 issued for tax refunds, unemployment, etc.
- Include EITC messages in state employees' Forms W-2
- Coordinate EITC communication activities among state agencies
- Collaborate with other partners to promote state EITC credits in conjunction with the federal credit
- Place EITC information on public transportation vehicles and at bus stops
- Encourage public utilities to include EITC messages in winter bills

## Best practices from volunteer and community organizations:

- Coordinate local EITC coalitions
- Work with children's policy/advocacy groups and legal services agencies to promote EITC to their clients
- Make EITC a part of asset building workshops
- Host educational events for human resources personnel
- Partner with national foundations, i.e., Clinton Foundation
- Coordinate informational fairs and other events to spread the word
- Create and place EITC doorknob hangers on homes in low income neighborhoods

## Best practices from large employers

- Post information in lunchrooms and other employee gathering places
- Include information on employee websites and in newsletters
- Enable managers as communicators to carry the EITC message

## Resources:

EITC Central ([www.eitc.irs.gov](http://www.eitc.irs.gov), Partner Toolkit tab).

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