EITC AWARENESS

There are limitless opportunities to promote **Earned Income Tax Credit, EITC,** in your community, many at little or no cost that involve only a bit of your time.

Here are some suggestions from successful EITC campaigns to help you increase awareness.

What is EITC?

EITC provides a boost to workers, their families and the communities where they live. It helps with food, gas, clothing, saving for a rainy day and more.

See what you can do to help spread EITC awareness and help everyone get the credit they earned.

How Can You Help?

Use social media and your own website

Easy to do

Link your website to www.irs.gov/eitc

- Add a key message
- Add a short article
- Add a badge or photo

A little more effort

- Add a banner ad
- Add a link to the online publication, Guide To Everything Earned Income Tax Credit For Individuals Online

- Add EITC fact sheets

And, a little more

- Add a widget on your website or Facebook page. Just follow the easy instructions

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- Share a link on Facebook or TUMBLR

Facebook Tumblr.

- Join the many who tweet about EITC

Twitter

- Blog about EITC
  - Use web articles or these tips

Facebook Tumblr.

How Can You Help? – Posters

Easy to do

- Place posters

Publication 4718

Publication 3535

Publication 4194

A little more effort

- Use print PSAs for posters

English

Spanish

And, a little more

- Co-brand with the IRS EITC campaign

How Can You Help? – Flyers/Brochures

Easy to do

- Use Flyers and Brochures

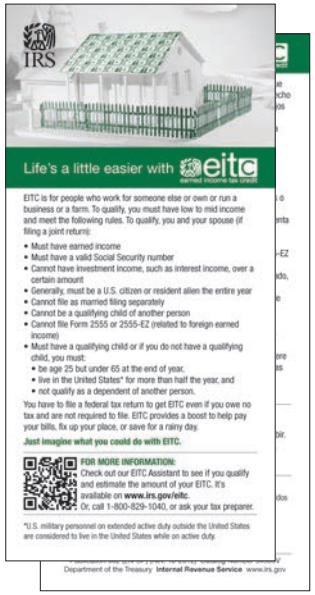
Publication 962

Publication 962(SP)

Publication 3211 (EN/SP)

A little more effort

- Add a Mail Insert Publication 962 (EN/SP)



Publication 962 (EN/SP)

And, a little more

- Co-brand with the IRS EITC campaign

How Can You Help?

More Communication Tools	Easy to do	A little more effort	And, a little more
	Inform others about EITC	↘ Add on-hold telephone messages ↘ Play radio PSAs ↘ Play TV PSAs, YouTube videos or Due Diligence videos	Promote radio, TV, and print PSAs to ↘ local editors ↘ newspapers ↘ radio stations ↘ TV
	Place articles on your website, blog, or Facebook	Promote EITC ↘ news releases to your local media ↘ Add newsletters articles ↘ Write a letter to your local editor or your own news release ↘ Tips for Writing EITC Feature Stories ↘ EITC Fast Facts ↘ EITC Statistics	Share the impact of EITC and create human interest to promote EITC awareness: ↘ Recipient of EITC or other child-related tax benefit ↘ EITC spokesperson--school official, minister, college coach, pro athlete or other well-known local personality

Learn More About EITC

Think of the things you could do if you just had more money. So, look into the Earned Income Tax Credit. Some working people will get hundreds, or even thousands back from the IRS when they file their taxes and claim the credit. Is there some money waiting for you?

Facebook

Tumblr.

Twitter

YouTube

Widgets

Get the Resources You Need

EITC Central, your guide to everything EITC, provides the latest tools for EITC marketing, education and tax return preparation. It has information for our IRS partners, employers, government agencies and office, cities, local governments and municipal agencies, employers, the press and tax preparers.

- EITC 101
- EITC Key Messages
- What's Hot for Preparers and Partners
- Marketing Express - co-brand and customize products
- EITC Publications and Products including English, Chinese, Korean, Russian, Spanish and Vietnamese
- Basic Marketing & Communication Materials
- Child Related Tax Benefits Comparison chart

Find more ideas on these specialized pages on EITC Central:

- Tried and True Tips
- Government Offices and Agencies
- Cities, Counties and Municipal Agencies
- Employers

www.irs.gov/eitc

Life's a little easier with eitc earned income tax credit