



EITC Outreach

Tried and True Tips for Your EITC Campaign

The following suggestions and best practices from successful EITC campaigns can help start a new Earned Income Tax Credit marketing campaign or take your campaign up to the next level.

There are 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. Find grab-and-go communication products at [EITC Central](#). Co-brand and customize products from the EITC ad campaign at [Marketing Express](#). Or go it alone and post on your social media channels. It is that easy. In addition, your IRS Relationship Manager will support you with connections to other interested parties.

Get started now

Form a partnership with other parties interested in helping low-to moderate- income families, including:

- Elected officials at the state, county, local or tribal level, such as the governor, tribal chief, chair, or president, congresspersons, senators, tribal council, state representatives, county commissioners, mayor, city council members, assemblypersons, and others
- Charitable organizations
- Philanthropic organizations
- Agencies assisting low- to moderate-income individuals and families
- Organizations and schools assisting persons with disabilities, limited English proficiency, members of the military, and those in rural areas
- Financial institutions
- School boards
- Churches and faith-based organizations
- Major employers
- County Extension Services
- Food banks and shelters
- Employment assistance centers
- [Low income tax clinics](#)
- [Volunteer income tax assistance](#) sponsors
- [Tax counseling for the elderly](#) sponsors

Plan to participate in EITC Awareness Day

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

- Issuing a [news release](#)
- Holding a news conference and inviting EVERYONE
- Staging a media event to coincide with the opening of a local volunteer tax preparation assistance site
- Using social media to promote EITC



EITC Outreach

Keep the EITC message alive through the end of the filing season and beyond

There are many ways to continue EITC outreach after Awareness Day. Here are some approaches:

- Leverage opportunities in your local office(s):
 - 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 claiming the credit
 - Include EITC [articles](#) in your newsletters
- Use our social media and your own website:
 - Blog about EITC
 - [Tweet about EITC](#)
 - Place an EITC [widget](#) on your website or Facebook page
 - Place an EITC [banner](#) on your website
 - Place EITC educational information on your website
- Work with your local news media:
 - Contact television news directors 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 and cable stations, to 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, clergy members, college coaches, pro athletes, other well-known personalities, etc.) to serve as spokespersons to tell the EITC story
 - Provide EITC public [service messages](#) to TV stations
 - Produce public service announcements in partnership with EITC champions, EITC partners and supporting radio, TV and 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 outlets 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 to EITC
 - Ask employers to alert employees about EITC through paychecks, bulletin boards, etc.
 - Ask county extension services and other partners to include EITC 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
 - Kids Count conferences



EITC Outreach

- 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.

Help working taxpayers get the EITC they've earned. Here, you will find best practices from some of our partners:

- [Financial institutions](#)
- [Educational institutions](#)
- [Governmental agencies](#)
- [Volunteer and community organizations](#)
- [Large employers](#)

Best practices from financial institution partners:

- Share stories (sanitized to protect privacy) about customers who used their EITC to create assets
- Promote the EITC as part of initiatives to support low- to moderate-income individuals, such as low-income asset building (Individual Development Accounts), and programs to reach unbanked taxpayers and those using non-banking financial companies (NBFC)
- Attach an IRS stuffer, [Publication 962](#), *Life's a little easier with EITC*, to customers' deposit receipts
- Offer free financial literacy classes
- Sponsor or participate in virtual or face-to-face financial fitness fairs

Best practices from educational institution partners:

- Feature EITC information on school's financial aid website
- Promote EITC to working students with children through virtual and actual bulletin boards, flyers, student newspapers, etc.
- Distribute EITC flyers such as IRS [Publication 962](#), *Life's a little easier with EITC*, to schools in low- to moderate-income areas
- Promote EITC information at public events such as [Kids Count](#) conferences
- Promote EITC as part of initiatives to support low- to moderate-income students, such as [Upward Bound](#) and [Educational Opportunity Centers](#) programs
- Offer incentives to students volunteering at free [income tax assistance](#) sites
- Offer incentives to accounting students making community presentations about EITC and other tax benefits for low-income taxpayers
- Offer incentives to advertising and marketing students creating outreach and awareness campaigns for local EITC coalitions

Best practices from governmental agency partners:

- Include EITC messages with public assistance checks or tribal payments
- Include EITC messages with Forms 1099 issued for tax refunds, unemployment compensation, miscellaneous income, etc.
- Include EITC messages in state, county and municipal employees' Forms W-2
- Coordinate EITC communication activities among state, regional, county, municipal and tribal agencies



EITC Outreach

- Collaborate with other partners to promote state and municipal earned income tax credits, where applicable, 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 the bills for peak usage months
- Engage incumbent politicians' first spouses in communication activities

Best practices from volunteer and community organizations:

- Coordinate with local EITC coalitions
- Work with children's 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 philanthropic organizations such as [Habitat for Humanity](#), the [Annie E. Casey Foundation](#), etc.
- Coordinate informational fairs and other educational 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).

Co-brand and customize products from the EITC ad campaign at [Marketing Express \(www.eitc.irs.gov\)](#), Marketing Express tab)