

EITC Awareness Day

Communications Guide

The National League of Cities (NLC) Institute for Youth, Education, and Families has worked with city leaders to implement Earned Income Tax Credit (EITC) outreach campaigns for more than 18 years.

These campaigns have helped to raise awareness and increase claims of the EITC by low- and moderate-income residents. As this work has grown, we've helped cities develop new partners with existing local Volunteer Income Tax Assistance (VITA) programs to help their residents access this important tax credit through a non-predatory source.

Through these collective efforts, more than \$60 billion in federal funds are brought back to local economies every year. In 2019 qualifying families with three or more children could receive \$6,431.

If you're interested, we are happy to help you advance your work in this space.

On January 25, 2019, we are celebrating the [annual](#) EITC Awareness Day, with the IRS encouraging local governments, community organizations and other stakeholders to bring attention to the EITC and opportunities for free tax filing services through VITA.

This communications guide has been created to help you celebrate the day, connect with VITA partners and raise the visibility of this important tax credit for your residents.

The guide includes a draft version of a press release, a template for emails to partners, a city proclamation template, as well as tweets and Facebook posts that you can tailor to meet your needs.

We will post a blog highlighting EITC Awareness Day on NLC's [CitiesSpeak](#) on January 25. Once it's published, we would love for you to promote it on your city's social media accounts.

To connect with your local EITC and VITA providers contact your [IRS Territory Manager](#).

Finally, to help us understand what our members do to celebrate this important day we would ask that you please send us a copy of your completed press release and links to any local stories it generates.

If you have any questions, please let us know and we'd be happy to help (Patrick can be reached at hain@nlc.org and Todd can be reached at wilson@nlc.org).

Thanks,

Patrick Hain and Todd Allen Wilson
Institute for Youth, Education, and Families
National League of Cities

EITC Awareness Day

Draft Press Release

January 25, 2018

Contact

[City Communications Director]

NLC Contact:

Todd Allen Wilson

(202) 626-3123

wilson@nlc.org

[City Name] in partnership with [Partners] Celebrating the Earned Income Tax Credit

[INSERT CITY'S NAME] is joining others across the nation in proclaiming January 25, 2019, EITC Awareness Day. EITC Awareness Day is a nationwide effort to bring awareness to one of the most important tax credits available to working families and individuals.

With strong bipartisan support since its inception in the mid-1970s, the Earned Income Tax Credit (EITC) has grown to become one of most successful, large-scale anti-poverty tools in the country.

Unfortunately, nearly one in five people eligible for the EITC do not claim it, so we are joining with our community partners to make sure that people know how vital the EITC can be to their family.

[INSERT QUOTE FROM MAYOR]

[INSERT INFORMATION ON VITA PARTNER(S) AND DETAILS OF PARTNER EITC AWARENESS DAY INITIATIVE]

[INSERT QUOTE FROM PARTNER ORGANIZATION SPOKESPERSON]

For members of our community, the Earned Income Tax Credit serves as a key contributor to their financial security. Our residents, as individuals, can see returns as high as \$6,431, depending on the number of children in their family and their income level.

Those who are interested in joining [INSERT LOCAL ORGANIZATION NAME]'s EITC Awareness Day initiative can visit [INSERT SPECIFIC EITC AWARENESS DAY LANDING PAGE ADDRESS IF AVAILABLE].

You can also join the conversation today by using the hashtag #EITC or #EITCAwarenessDay, and make sure that people in the community know about this important tax credit!

The National League of Cities is dedicated to helping city leaders build better communities. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans. The Institute for Youth, Education, and Families, a special entity within the National League of Cities, helps municipal leaders take action on behalf of the children, youth, and families in their communities.

EITC Awareness Day

Draft Partner Email

Dear _____,

As tax season kicks off, we here at City Hall are worried that many of [City Name]'s eligible families are not claiming the Earned Income Tax Credit (EITC) when they file their returns.

The EITC is an important financial benefit for the lower-income residents of our city, given that nationwide, the EITC provided 25 million eligible workers and their families roughly \$63 billion last year.

We see your organization as a crucial partner in our effort to spread awareness of this tax credit and help people claim it.

I am writing to see if you have any events planned for this year's EITC Awareness Day on Friday, January 25.

If so, my staff and I can help promote and take part in your event promoting the tax credit for our residents.

If your organization doesn't have anything planned, we would like to invite you to sign on and promote the city's EITC Day efforts. I believe that together we can encourage more of our eligible residents to claim the EITC by [City plans or general ideas on how to spread EITC Awareness i.e. joint news conference; joint press release; PSA; social media push; etc.]

The EITC is a very important tool for the residents of our city and [organization name] could be a crucial partner in our effort to spread awareness of this tax credit and aid people in claiming it.

I am dedicated to ensuring families get the tax credits they deserve and believe that this partnership will be key to ensuring the success of EITC Awareness Day. More importantly, it will provide a boost in income to residents within our community who need it most.

If you are interested in celebrating EITC Awareness Day with us and getting the word out about this important tax credit please contact me, or [name of city contact/lead and contact information].

We look forward to working with you,

[Mayor's NAME]

[City of]

EITC Awareness Day

Draft City Proclamation

WHEREAS, since its enactment in 1975, the Earned Income Tax Credit has lifted millions of families above the poverty line and has had a high participation rate relative to the other programs targeted at low-income Americans; and

WHEREAS, working [Insert City] families may be missing out on a federal refund of up to \$6,431 for a family with three children because they are not aware of the Earned Income Tax Credit; and

WHEREAS, new parents, grandparents raising grandchildren and foster parents may not realize they qualify; and

WHEREAS, employers, at no additional cost to themselves, can increase the take-home pay of their employees; and

WHEREAS, in 2018, approximately 25 million taxpayers received over \$63 billion in Earned Income Tax Credit; and

WHEREAS, these dollars are being spent within the local economy and are additional investments in our business community; and

WHEREAS, EITC Awareness Day was established as a day celebrating the Earned Income Tax Credit on the last Friday in January; and

WHEREAS, the IRS works with national partners, community-based coalitions, and thousands of local partners and governments that provide free tax help, otherwise known as Volunteer Income Tax Assistance (VITA), and education about EITC; and

WHEREAS, EITC Awareness Day is a day where cities and citizens work together to spread awareness of the tax credit and help build a stronger economic community.

NOW, THEREFORE Be It Resolved that I, [Insert Name], Mayor of the City of [CITY NAME], do hereby proclaim January 25, 2019, as EITC Awareness Day in the City of [CITY NAME], and encourage all citizens to join to raise awareness of this important tax credit.

[NAME]
MAYOR
City of [CITY NAME]

EITC Awareness Day

Awareness Day Sample Social Media Posts

Use the sample social media posts below to publicly celebrate the impact that the Earned Income Tax Credit has on your city, and boost awareness of those partners who are helping your residents access this important tax credit!

Twitter:

Follow @leagueofcities

Use #EITCAwarenessDay and #EITC

Join us on #EITCAwarenessDay to help remind working families in our communities, who are eligible, to apply for the Earned Income Tax Credit this tax season. More details here: <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/use-the-eitc-assistant> [add VITA partner twitter handles]

On #EITCAwarenessDay, help us put money in the pockets of the residents of [Insert City name here] who are potentially eligible for a big financial return. [add VITA and social service providers twitter handles]

[Insert VITA partners handles] is helping our residents access the EITC which can provide up to \$6,431 to eligible families with children. #EITCAwarenessDay <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit>

Big thank you to VITA groups in our city and their volunteers that are making sure that our residents gain access to the EITC. Consider reaching out to them to learn how you can get the credit from these IRS certified volunteers. #EITCAwarenessDay [add VITA partner twitter handles]

Did you know that last year the VITA partners in [insert City name here] helped [insert number of clients they served in 2018] receive [insert dollar amount]? Reach out to them to see if you qualify for the EITC! #EITCAwarenessDay [add VITA partner twitter handles]

Did you know that [insert mayor twitter handle/city twitter handle] is working with [insert VITA partners twitter handles] to help raise awareness about the EITC? #EITCAwarenessDay

Facebook:

Have you heard of the Earned Income Tax Credit? If not, you could be missing out on thousands of dollars! Save the money that YOU earned by taking advantage of the #EITC. Learn more #EITCAwarenessDay: <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit>

Did you know that [insert partner names] are working to make sure that residents in our city gain access to the EITC? If you haven't visited them, you might be missing out on hundreds or even thousands of dollars! #EITCAwarenessDay