

## EITC Awareness Day Communications Guide

The National League of Cities (NLC) [Institute for Youth, Education, and Families](#) have worked with local leaders to implement Earned Income Tax Credit (EITC) outreach campaigns [for more than 20 years](#).

These campaigns have helped to raise awareness of the tax credit and increase the participation of 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 trusted source.

**It is through these collective efforts that more than \$57 billion of federal dollars are brought back to local economies every year. In 2021, qualifying families with three or more children could receive \$6,660.**

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

On **Friday, January 29, 2021**, we will be celebrating the 15<sup>th</sup> annual [EITC Awareness Day](#). This day is an effort by the IRS to encourage local governments, community organizations, and other stakeholders to bring attention to the EITC and opportunities for free tax filing services through virtual 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. It includes a [template press release](#), a [sample email to partners](#), a [city proclamation template](#), as well as [sample social media posts](#) which you can tailor to meet your needs.

We will be posting a blog post highlighting EITC Awareness Day on NLC's [CitiesSpeak](#) blog. Once it's been published, we will share the link to the post on our social media channels and would appreciate you promoting it on your social media accounts. If you are unaware of your local EITC and VITA providers, please contact [your IRS Territory Manager](#) to help get connected.

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 or require a Word Document version of this guide, please let us know and we'd be happy to help (Patrick can be reached at [hain@nlc.org](mailto:hain@nlc.org) and Kat can be reached at [maramba@nlc.org](mailto:maramba@nlc.org)).

Thank you,

Patrick Hain and Kat Maramba  
Institute for Youth, Education, and Families  
National League of Cities

## EITC Awareness Day Draft Press Release

### For Immediate Release

January 29, 2021

Local Contact: Local Contact Name, [Contact@email.gov](mailto:Contact@email.gov), Phone Number

NLC Contact: Kat Maramba, [maramba@nlc.org](mailto:maramba@nlc.org), (202) 740-3069

## City of [City Name] Joins Forces with [Partners] in Spotighting the Earned Income Tax Credit for [City Name] Residents

[LOCATION BYLINE] The City of [City Name] is joining others across the nation in proclaiming January 29, 2021, 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-70s, it has grown to become one of the largest anti-poverty tools in the U.S. Unfortunately, nearly one in five people eligible for the EITC do not claim it. 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 \$6,660, depending on the number of children in their family and their income level.

Those who are interested in joining [INSERT 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!

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### ABOUT THE NATIONAL LEAGUE OF CITIES

The [National League of Cities](#) (NLC) is the voice of America's cities, towns and villages, representing more than 200 million people. NLC works to strengthen local leadership, influence federal policy and drive innovative solutions. Stay connected with NLC on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

## EITC Awareness Day Draft Partner Email

Dear \_\_\_\_\_,

This year, the Earned Income Tax Credit ([EITC Awareness Day](#)) is Friday, January 29, 2021. This day offers an opportunity to promote a much-needed tax credit that helps many families in our community improve their financial stability.

Nationwide, the [EITC](#) provided 22 million eligible workers and families about \$57 billion. These dollars are a great injection of resources for families and are very important to the sustainability of their yearly finances. The IRS has found that one in five eligible people, do not claim the EITC and that's why I am reaching out. I am asking if you have already planned activities for EITC Awareness Day and if my staff and I can help raise the visibility of the event and the tax credit for our residents by being a part of it.

I believe that together we can help raise the visibility of the EITC and the events of this day 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 your organization 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.

[\[Mayor's NAME\]](#)

[\[City of\]](#)

## 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 [CITY NAME] families may be missing out on a federal refund of up to \$6,660 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 2020, approximately 22 million taxpayers received about \$57 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 EITC 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 residents 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 29, 2021, as EITC Awareness Day in the City of [CITY NAME], and encourage all residents to join to raise awareness of this important tax credit.

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[NAME]  
MAYOR  
City of [CITY NAME]

## EITC Awareness Day Sample Social Media Posts

Use the sample social media posts below to highlight EITC's impact and boost awareness of this important tax credit! Be sure to include #EITCAwarenessDay and #EITC in your posts before and during on January 29 and follow NLC on [Twitter](#), [Facebook](#), and [LinkedIn](#). Share a link to your post so we can 'Like' and share accordingly.

### TWITTER

- 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 partner handles] is helping our residents access the EITC which can provide up to \$6,660 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 2020] receive [insert dollar amount]? Reach out to them to see if you qualify for the EITC! #EITCAwarenessDay [add VITA partner twitter handles]

### 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