

Elected Officials and Child Tax Credit Outreach

The Child Tax Credit expansion provides a historic opportunity to reduce child poverty in the United States [by more than 40 percent](#). Nearly every family is eligible to receive the expanded Child Tax Credit this year, including families who haven't filed a tax return and families who don't have recent income.

Each qualifying household can get up to \$3,600 for each child under age 6 and \$3,000 for each child between 6 and 17. The credit is not a loan, and it does not impact eligibility for public benefits. Families can receive half of their new credit through monthly payments between July and December 2021 and the remaining half in 2022 when they file a tax return.

While most families will receive advance CTC payments automatically (these are called "advance payments" because they come before next year's tax filing deadline), [roughly 4 million or more children](#) are in families that may need assistance signing up for the payments and filing a tax return to get the remaining credit in 2022.

Elected officials are well-positioned for CTC outreach. You can use your connections with various entities to galvanize outreach efforts and educate the public. A robust outreach campaign [could bring millions of dollars](#) in much needed support to the most vulnerable families.

Here are five ways elected officials can engage CTC outreach efforts.

1. **Post CTC information online.** Add [information about the credit](#) and how to get it to websites, online portals, and mobile apps.
2. **Incorporate CTC information in phone interactions.** Record a [hold message](#) for callers waiting to connect to municipal services.
3. **Include CTC messaging in written client communications.** Send [newsletters or emails](#) to residents alerting them about the credit and how to get it. Include [flyers or postcards](#) in regular mailings. Use [multilingual materials](#) available in Arabic, Chinese, French, Spanish, and Vietnamese.
4. **Post CTC information on social media.** Use this [social media toolkit](#) to share information about the credit on Facebook, Twitter, or Instagram. And use this [multilingual social media toolkit](#) to share content in Arabic, Chinese, French, Spanish, and Vietnamese.
5. **Broadcast CTC information in media.** Record a public service announcement about the credit. Talk about it on radio or TV interviews.

For additional resources to support CTC outreach activities, visit: www.taxoutreach.org/coronavirus.

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](#).