

EITC Earned Income Tax Credit



Outreach Toolkit

These are the key messages for the 2021 filing season that center on reaching those who are eligible for EITC, encouraging individuals to find out if they qualify for the credits, directing them to free tax preparation options and informing them to the consequences and value of wisely choosing a paid tax preparer.

Key Communication Messages

- **EITC. Be Tax Ready.** Get it and get it right. Check out the [EITC Assistant](#).
- Don't guess about **EITC eligibility**; find out with the [EITC Assistant](#), only at [IRS.gov](#).
- No children? You may still qualify for **EITC**. Check out the [EITC Assistant](#).
- You work hard. See if **EITC** can work just as hard for you.
- EITC errors can cost you. [Choose your tax preparer wisely](#).
- You can track the status of your refund with the ["Where's My Refund?"](#) tool available on IRS.gov or the [IRS2Go](#) mobile app.
- **Free tax preparation** help is available online and through a volunteer organization near you.
- Qualify for EITC? See what other [tax credits](#) are available.
- **Due diligence.** Get it right the first time.
- Review [due diligence](#) requirements before the filing season starts.
- **Paid Preparer Due Diligence Training** - Know the law. Apply your knowledge. Ask all the right questions. Get all the facts. Document as you go and keep records.

[Key Communication Messages Full List](#)

Social Media and EITC

[Screen Saver, Slide Show, or Social Media Badge Pictures](#)

Graphics to copy and paste for use any time on social media and printed products.

[Connect with EITC Social Network](#)

Download stamps, podcasts, post tweets and share other available content online and on your Facebook page!

[EITC Banner Ads](#)

Get the EITC message out - place an EITC Banner on your Internet sites.

[Sample EITC Tweets for Anytime](#)

[Sample Tweets for Target Audiences](#)

[Sample Tweets in Spanish](#)

[Sample Tweets for Tax Return Preparers](#)

Use popular **EITC** hashtags on Twitter, Facebook, Foursquare and more.

#EITC	#TAX
#EITCAware	#EITCAssistant
#IRS	#EIC
#TAX CREDIT	#CHILD TAX CREDIT
#REFUND	#FORM 8863

[EITC Newsletter Article](#)

Use the content of this article for newsletters, electronic platforms and other communication vehicles to help reach individuals eligible for EITC

[Tried and True Tips for Your EITC Campaign](#)

Suggestions and best practices from successful EITC campaigns to help take your campaign up to the next level.

[Tips for Writing EITC Feature Stories](#)