

**JANUARY 29, 2010**  
Fourth Annual EITC Awareness Day

While planning time is limited, we encourage you to do what you can to promote the EITC on January 29th in addition to your on-going efforts throughout the year. Below are some ideas to consider in planning recognition of National EITC Awareness Day.

- **Highlight big changes.** Focus on the 2010 filing season's new Making Work Pay Credit and the expansion of the Child Tax Credit for very low-income families.
  - **Making Work Pay Credit:** Target self-employed workers for the new Making Work Pay Credit, which was already calculated into withholding rates for many other workers.
  - **Child Tax Credit:** Families with income above \$3,000 are now eligible for a refundable CTC. Ask schools, Head Start programs, and child care facilities to alert parents. Enlist food banks, shelters, and women's crisis centers to inform families about the CTC changes.
  
- **Plan an event.**
  - **Setting:** Conduct the event in a place that reflects the EITC's recipients. For example, the event could be held at a child care center, a workplace that employs workers likely to be eligible for the credit or a job training program. You may also hold an event at a VITA site location to highlight the availability of free tax filing assistance.
  - **Activities:** Prepare tax returns, schedule clients for future appointments, or highlight free financial education classes. With planning, the event could be a "launch" of a new site location and could also advertise all free tax preparation assistance sites.
  - **Timing:** Maximize the media's ability to cover the event. For example, ensure that timing does not conflict with local network newscast times or other local press events.
  - **Celebrate:** Incorporate food, thematic games such as tax trivia, fun activities for children and a ribbon cutting or awards ceremony.
  
- **Increase Publicity**
  - **Share a story:** Arrange to profile a worker whose family has benefited from the EITC. Focus on one key fact in press advisories, event invitations, and news conferences, such as the average family refund or the total EITC dollars brought into your community.
  - **Engage the community:** Invite campaign partners, community members, local employers, and supportive elected officials. Ask reporters to do a preview that will attract more attention to the event.
  - **Television:** Produce public service announcements in partnership with political officials or local celebrities.
  - **Radio:** Offer to appear on call-in shows on talk radio stations. Contact programming directors to schedule time on community programs.
  - **Print:** Contact editors at daily and weekly newspapers, including ethnic media, and pitch the EITC as a story idea. Solicit sponsors for EITC newspaper ads.

**Use Technology**

- Promote EITC Awareness Day through **emails, twitter feeds, and Facebook.**
- Feature a daily countdown to your event on your website's homepage. Afterwards, provide links to the media coverage of your event.
- Post video clips of television public service announcements on **YouTube** and post recordings of radio PSAs as Podcasts on your website.
- Ask local media to include an EITC message on their **websites.**