



**THE PITON
FOUNDATION**

at Gary Community
Investments

Dear Partner,

The [Tax Credits for Working Families Public Information Campaign](#) has been managed by The Piton Foundation for more than 25 years to help raise awareness about the Earned Income Tax Credit (EITC) and free tax preparation services. Tax credits are proven to be an effective way to improve the financial stability of low-income families and lift them out of poverty. To connect more families to the EITC, The Piton Foundation offers free tax help through the [Tax Help Colorado](#) program, which operates free tax sites at locations across the state.

In Colorado, we have one of the lowest EITC participation rates in the nation at approximately 74 percent. Many people are leaving money on the table because they don't file. **An estimated 118,000 Coloradans are still missing out on as much as \$257 million in EITC refunds each year.** You can help working Colorado families by making them aware of tax help sites in your community where they can file their taxes for free and learn about these tax credits.

We are here to help you spread the word—by partnering with us on outreach, you can help ensure that everyone who is eligible claims these valuable credits. We are offering the attached marketing toolkit to help you promote free tax sites and tax credit information in your communities.

In addition to working with our community partners to distribute materials, our outreach consists of a comprehensive promotional campaign that includes direct mail, TV, radio and digital advertising and more. To learn more about our outreach campaign and its impact, please [visit our website](#).

We look forward to partnering with you to improve the lives of Coloradans!

Thank you.

Kelly Wagoner, Public Information Campaigns Manager
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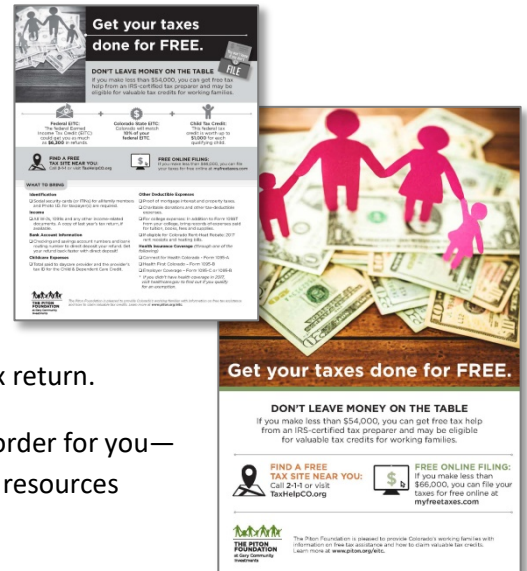
MARKETING TOOLKIT

Tax Credits for Working Families Public Information Campaign

Outreach Materials

Fliers and posters are available in English and Spanish for print or download in any quantity. These materials provide taxpayers with information about valuable tax credits, how to locate a tax preparation site, and a checklist of items to bring to complete their tax return.

[Order FREE materials online](#) or just give us a call and we can place an order for you—contact Brooke at 303-454-3735 or bvisser@garycommunity.org. Find resources available in languages other than English and Spanish, by visiting www.eitcoutreach.org.



Newsletter/ Website Content

Get Your Taxes Done for FREE and Take Advantage of Valuable Tax Credits

DON'T LEAVE MONEY ON THE TABLE

If you made \$54,000 or less last year, you qualify to have your taxes prepared for free. Get your taxes done by an IRS-certified tax preparer trained to ensure you don't miss out on valuable tax credits worth up to \$6300 or more—but, you won't know if you don't file. Find a [free tax site near you](#) to get the best refund possible. Call 2-1-1 or visit TaxHelpCO.org to learn more.



Free online filing is also available to anyone earning \$66,000 or less—using an easy, safe online platform, you can save an average of \$200 in tax preparation fees. Visit MyFreeTaxes.com.

Connect with us



Facebook - [@TaxHelpColorado](https://www.facebook.com/TaxHelpColorado)

Sample posts:

Don't leave money on the table. Get help preparing your taxes and learn about valuable tax credits for working families. Call 2-1-1 or visit TaxHelpCO.org to locate a FREE tax site near you.

@TaxHelpColorado offers FREE tax preparation to individuals who earned less than \$54,000 a year. Visit TaxHelpCO.org or call 2-1-1 to find a free tax filing site near you.

With my tax refund I plan to... (fill in the blank). Pay bills? Save? Buy clothes?

You may be missing out on a big #refund. You won't know if you don't file. Find a tax site near you to file for free – Call 2-1-1 or visit TaxHelpCO.org.

Twitter - [@TaxHelpCO](https://twitter.com/TaxHelpCO)

Sample tweets:

Don't leave money on the table! Get free tax help and a bigger #taxrefund. Find a free tax site by calling 2-1-1 or visiting TaxHelpCO.org.

#Tax time is here— if you made less than \$54,000 last year, you can get FREE help filing your taxes. Find out where at TaxHelpCO.org.

What will you do with your tax refund? Pay bills? Save? Buy clothes?

Don't miss out on a big #taxrefund. You won't know if you don't file. Find a tax site to file for free – Call 2-1-1 or visit TaxHelpCO.org.

Earned Income Tax Credit Newsletter

[Sign up](#) to receive our monthly *EITC Newsletter* for the latest on tax site locations, community updates, tax tips and updates on the Tax Credits for Working Families Public Information Campaign efforts.

More ways to partner with us

Here are some other ideas for ways to participate in the Tax Credits for Working Families Public Information Campaign:

- Invite us to make an in-person presentation to your clients or employees.
- Order copies of the EITC informational flier to include with your employees' W-2 forms.
- Talk about free tax sites and the EITC credit at all-staff meetings.
- Invite us to host a booth at a benefits fair or other special events.

If you'd like to partner with us on other promotional activities, please [contact us](#).