

FAMILY TAX CREDITS

TAX YEAR 2016



CAMPAIGN CHECKLIST

- 1 October/November 2016**
 - Participate in NWLC's webinar to learn more about tax credits outreach.
 - Download free NWLC materials (including state fliers) at www.nwlc.org/loweryourtaxes.
 - Remind families to make sure that the Health Insurance Marketplace has current information about their income and household size, and about upcoming Open Enrollment through the Health Insurance Marketplace.
- 2 December 2016**
 - Check NWLC's website for additional outreach materials at www.nwlc.org/loweryourtaxes.
 - Identify possible outreach partners, including state and local coalitions, community organizations, businesses, the IRS, and state, local, and county government offices.
 - Get on the agenda for coalition or community meetings to talk about tax credits.
 - Provide families with information about how to enroll in the Health Insurance Marketplace and get help paying for health care during Open Enrollment. See www.nwlc.org/wp-content/uploads/2014/11/final_nwlc_acatoolkit2015.pdf.
- 3 January 2017**
 - Post tax credits outreach materials on your website and encourage partners to do the same.
 - Post tax credit reminders on Facebook and Twitter.
 - Start distributing fliers to families.
 - Contact the IRS and AARP to find out where free income tax preparation services will be available in your area and to get additional materials.
 - Connect with local coalitions and the IRS around any IRS-sponsored outreach activities around EITC Awareness Day.
 - Make sure families know that the deadline to sign up for health insurance through the Health Insurance Marketplace is January 31, 2017.
- 4 February/March 2017**
 - Continue distributing fliers to the families in your state, and providing information, including about free tax preparation assistance, through social media.
 - Work on outreach activities with coalition partners.
 - Collect stories about parents in your community that have benefited from tax credits.
- 5 April 2017**
 - Provide last-minute reminders about tax credits on social media before April 18.
 - Collect success stories.
 - Celebrate a job well done!**