



GET THE **TAX FACTS**

2025 PRE-SEASON & MAIN SEASON

Suggested language for text message, email, social media

Background context & updates for 2025

Difference between preseason and main season messaging

The tax coalition outreach starts with a “pre-season” outreach push in late November and December 2024 to take advantage of holiday and year-end events to spread awareness. In the pre-season, the call to action is to pre-register for an appointment. In the main season, starting in mid January 2025, this call to action changes to “schedule an appointment”.

New for the 2025 season

Tax law hasn’t changed significantly for the 2025 season.

- The income limit for no-cost, expert tax preparation assistance through our partners has **increased to \$67,000.**
- The expanded Michigan Earned Income Tax Credit (EITC), first implemented in tax season 2024, is still in effect. For every dollar in EITC credit that residents receive from their federal tax return, they will receive an additional 30% from the State of Michigan when filing their Michigan return.
- The Child Tax Credit still requires a minimum income of \$2500 *earned from working*. The COVID-era exceptions that waived this requirement have not been renewed.

[GetTheTaxFacts.org](https://www.getthetaxfacts.org) is a collective effort to ensure that all families in the Detroit region access every single dollar of federal and state benefits available to them through the tax system. This would not be possible without all of our dedicated partners.



Framing & Key Messages

What could you do with \$1500 or more?

Message testing shows that messages that prompt individuals to imagine what they could do with a specific amount of money are the most effective at motivating action. That’s why our suggested messages generally open with, “What could you do with \$1500 or more?” (\$1500 is the average refund amount for clients of our nonprofit, IRS-certified tax prep partners Accounting Aid and Wayne Metro.)

IRS-certified, expert tax assistance available at no cost to you.

Message testing shows that residents often view “free” resources with skepticism and are suspicious of low quality. Emphasize “IRS Certified” and “expert”, and reframe “free” as “at no cost to you”.

Schedule an appointment at [GetTheTaxFacts.org](https://www.getthetaxfacts.org) or call 2-1-1.

The coalition website, [GetTheTaxFacts.org](https://www.getthetaxfacts.org), offers an easy, unified scheduling tool to schedule appointments across both tax prep partners.

Text messaging (preferred)

Our coordinated campaign’s experience shows that text messaging is one of the most effective means to reach individuals about the benefits of filing their taxes.

CORE MESSAGES

Additional variations on language are available in the social media section, which can easily be adapted to text message format.

Pre-season	Main-season
Call to action: Pre-register	Call to action: Schedule now
<p>Long message (<320 characters) Hi, it’s [partner]. What could you do with \$1500 or more? Even if you don’t usually file taxes, you may be eligible for a big cash payment at tax time. Expert help is available at no cost to you! Learn more and pre-register for an appointment today at GetTheTaxFacts.org. [269 characters]</p> <p>Short messages (<160 characters) Hi, it’s [partner]. What could you do with \$1500 or more? Get expert help to file taxes and claim your payment. Pre-register today at GetTheTaxFacts.org [153 characters]</p>	<p>Long message (<320 characters) Hi, it’s [partner]. What could you do with \$1500 or more? Even if you don’t usually file taxes, you may be eligible for a big cash payment at tax time. Expert help is available at no cost to you! Learn more and schedule an appointment today at GetTheTaxFacts.org. [264 characters]</p> <p>Short messages (<160 characters) Hi, it’s [partner]. What could you do with \$1500 or more? Get expert help to file taxes and claim your payment. Schedule today at GetTheTaxFacts.org [149 characters]</p>

SUPPLEMENTAL MESSAGES

Pre-Season	Main Season
Call to action: Pre-register	Call to action: Schedule now
Hi, it's [partner]. New law means you may qualify for an EVEN LARGER tax refund in 2025. Pre-register now for expert help to file taxes and claim your payment at GetTheTaxFacts.org [182 characters]	Hi, it's [partner]. New law means you may qualify for an EVEN LARGER tax refund in 2025. Get expert help to file taxes and claim your payment. Schedule today at GetTheTaxFacts.org [181 characters]

Newsletter

Pre-Season	Main Season
Call to action: Pre-register	Call to action: Schedule now
What could you do with \$1500 or more? Thousands of dollars in cash payments are available to Detroit-area families when you file your taxes – but many families don't claim their benefits. Even if you don't usually file taxes or didn't earn much in 2024, you may be eligible! This year, even more money is available with the expanded Michigan EITC. Expert tax help is available at no cost to you though IRS-certified nonprofit partners Accounting Aid Society and Wayne Metro. Learn more and pre-register for an appointment today at GetTheTaxFacts.org .	What could you do with \$1500 or more? Thousands of dollars in cash payments are available to Detroit-area families when you file your taxes – but many families don't claim their benefits. Even if you don't usually file taxes or didn't earn much in 2024, you may be eligible! This year, even more money is available with the expanded Michigan EITC. Expert tax help is available at no cost to you though IRS-certified nonprofit partners Accounting Aid Society and Wayne Metro. Learn more and schedule an appointment today at GetTheTaxFacts.org .

Direct email

Pre-Season	Main Season
Call to action: Pre-register	Call to action: Schedule now
<p>Subject: What could you do with \$1500 or more?</p> <p>[Greeting]</p> <p>What could you do with \$1500 or more? Thousands of dollars in cash payments are available to Detroit-area families when you file your taxes – but many families don’t claim their benefits. Even if you don’t usually file taxes or didn’t earn much in 2024, you may be eligible! This year, even more money is available with the expanded Michigan Earned Income Tax Credit.</p> <p>[Partner name] supports the GetTheTaxFacts coalition, dedicated to helping Detroit-area families and individuals claim the benefits they deserve by filing their taxes.</p> <p>Worried about filing your taxes? Not sure where to start? Expert tax help is available at no cost to you! Coalition partners Accounting Aid Society and Wayne Metro are IRS-certified experts in helping low- and moderate-income families file taxes and claim their payments.</p> <p>Learn more and pre-register for an appointment today at GetTheTaxFacts.org. Thousands of Detroiters have scheduled through GetTheTaxFacts to get help filing taxes and claiming their payments. It’s safe, effective, and no cost to you.</p> <p>[Closing/Signature]</p>	<p>Subject: What could you do with \$1500 or more?</p> <p>[Greeting]</p> <p>What could you do with \$1500 or more? Thousands of dollars in cash payments are available to Detroit-area families when you file your taxes – but many families don’t claim their benefits. Even if you don’t usually file taxes or didn’t earn much in 2024, you may be eligible! This year, even more money is available with the expanded Michigan Earned Income Tax Credit.</p> <p>[Partner name] supports the GetTheTaxFacts coalition, dedicated to helping Detroit-area families and individuals claim the benefits they deserve by filing their taxes.</p> <p>Worried about filing your taxes? Not sure where to start? Expert tax help is available at no cost to you! Coalition partners Accounting Aid Society and Wayne Metro are IRS-certified experts in helping low- and moderate-income families file taxes and claim their payments.</p> <p>Learn more and schedule an appointment today at GetTheTaxFacts.org. Thousands of Detroiters have scheduled through GetTheTaxFacts to get help filing taxes and claiming their payments. It’s safe, effective, and no cost to you.</p> <p>[Closing/Signature]</p>

Social Media: Sample Messages

Graphics and videos for social media are available at our partner toolkit at <https://GetTheTaxFacts.org/toolkit>.

Pre-Season	Main Season
<ul style="list-style-type: none"> • What would you do with an extra \$1,500 or more? File your taxes and find out! Learn more and pre-register for expert help at no cost to you. https://GetTheTaxFacts.org • Many working individuals qualify for the Earned Income Tax Credit. Do you? Learn more about the #EITC and pre-register for a no-cost appointment to file your taxes at https://GetTheTaxFacts.org • DYK? The state of Michigan QUINTUPLED the state #EITC. Qualifying individuals will get a LARGER credit this year. Learn more and pre-register for a no-cost appointment to file your taxes. https://GetTheTaxFacts.org • File your taxes and you could get the Earned Income Tax Credit! Learn more about the #EITC and pre-register for a no-cost appointment at https://GetTheTaxFacts.org • You could get THOUSANDS in cash payments this year if you file your taxes. Learn more and pre-register for a no-cost appointment at https://GetTheTaxFacts.org • IRS-certified, expert tax assistance is available at NO COST to thousands of Michigan families. Visit https://GetTheTaxFacts.org or call 2-1-1 to pre-register for an appointment. • Stop paying to get your taxes done! Expert tax help is available at no cost if you made less than \$67K in 2024. Learn more at https://GetTheTaxFacts.org • Get. Your. Money. You may qualify for several tax credits this year! Learn more and pre-register for a no-cost tax appointment at https://GetTheTaxFacts.org 	<ul style="list-style-type: none"> • What would you do with an extra \$1,500 or more? File your taxes and find out! Learn more and get help filing at https://GetTheTaxFacts.org • Many working individuals qualify for the Earned Income Tax Credit. Do you? Learn more about the #EITC and make a no-cost appointment to file your taxes at https://GetTheTaxFacts.org • DYK? The state of Michigan QUINTUPLED the state #EITC. Qualifying individuals will get a LARGER credit this year. Learn more and get help filing at no cost to you. https://GetTheTaxFacts.org • File your taxes and you could get the Earned Income Tax Credit! Learn more about the #EITC and get help filing at https://GetTheTaxFacts.org • You could get THOUSANDS in cash payments this year if you file your taxes. Learn more and get help at https://GetTheTaxFacts.org • IRS-certified, expert tax assistance is available at NO COST to thousands of Michigan families. Visit https://GetTheTaxFacts.org or call 2-1-1 to schedule an appointment. • Stop paying to get your taxes done! Expert tax help is available at no cost if you made less than \$67K in 2024. Learn more at https://GetTheTaxFacts.org • Get. Your. Money. You may qualify for several tax credits this year! Learn more and schedule a no-cost tax appointment at https://GetTheTaxFacts.org

Social Media: Partner Handles and Hashtags

United Way for Southeastern Michigan

- Twitter and Instagram: @UnitedWaySEM
- Facebook and LinkedIn: United Way for Southeastern Michigan

City of Detroit

- Twitter and Instagram: @CityofDetroit
- Facebook and LinkedIn: City of Detroit

Accounting Aid Society

- Facebook and LinkedIn: Accounting Aid Society
- Instagram: @AccountingAidAcademy

Wayne Metropolitan Community Action Agency

- Twitter: @WayneMetroCAA
- Instagram: @WayneMetro
- Facebook and LinkedIn: Wayne Metropolitan Community Action Agency

Hashtags

- #EITC
- #ChildTaxCredit
- #VITA