



GET THE **TAX FACTS**

2025 POST SEASON

Suggested language for text message, email, social media

Background context & updates for 2025

Background of Post-Season messaging

The Tax Coalition's year ends with a "post-season" outreach effort beginning on April 16th and ending in November, when the IRS stops accepting tax returns to prepare for the new season. During the post season we aim to reach as many people as possible who have not yet filed their taxes and support them to file, as well as to keep a baseline awareness of the Tax Coalition's services in the minds of community members and partners for the following season. In the post season, the call to action is that it's not too late to schedule an appointment and file taxes for 2025, and that support to file prior-year taxes is also available.

2025 Eligibility

Tax law didn't change significantly for the 2025 season, and there are no changes for the post-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://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://getthetaxfacts.org) or call 2-1-1.

The coalition website, [GetTheTaxFacts.org](https://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.

Post Season - English
Call to action: It's not too Late
Long message (<320 characters) Hi, it's [partner]. What could you do with \$1500 or more? It's not too late to file taxes and claim big cash payments. Even if you don't usually file taxes, you may be eligible. Expert help is available at no cost to you! Learn more and make an appointment today at GetTheTaxFacts.org . [287 characters]
Short messages (<160 characters) Hi, it's [partner]. What could you do with \$1500 or more? It's not too late to get help to file taxes and claim your payment. Learn more: GetTheTaxFacts.org [157 characters]
Post Season - Spanish
Call to action: Todavía puede presentar sus impuestos
Long message (<320 characters) Hola, es [partner]. ¿Qué podría hacer con \$1500 o más? Aun si no suele declarar impuestos, podría ser elegible para un gran pago directo si declara sus impuestos. ¡La ayuda experta está disponible para usted! Aprenda más y regístrese ahora, no es muy tarde para hacer una cita hoy en https://getthetaxfacts.org/es [313 caracteres]

Short message (<160 characters)

Hola, es [partner]. ¿Qué podría hacer con \$1500 o más? Obtenga ayuda y reclame beneficios. ¡No es muy tarde! Programe hoy en getthetaxfacts.org/es [146 caracteres]

SUPPLEMENTAL MESSAGES

Post Season - English

Call to action: Its not too late

Hi, it's [partner]. A new tax law means you may qualify for an EVEN LARGER tax refund in 2025. Its not too late to schedule an appointment, get expert help and claim your payment at [GetTheTaxFacts.org](https://getthetaxfacts.org)
[204 characters]

Post Season - Spanish

Call to action: No es muy tarde

Hola, es [partner]. Una nueva ley significa que podría calificar para un reembolso de impuestos ¡AÚN MÁS GRANDE en 2025! No es muy tarde para programar una cita, obtener ayuda experta en declarar impuestos y reclamar sus beneficios en <https://getthetaxfacts.org/es>. [259 caracteres]

Newsletter

Post Season – English

Call to action: It's not too late

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. If you haven't filed this year, or if you didn't file in previous years, it's not too late to file taxes and claim your 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 through IRS-certified nonprofit partners Accounting Aid Society and Wayne Metro. Schedule an appointment today at [GetTheTaxFacts.org](https://getthetaxfacts.org).

Post Season – Spanish

Call to action: No es muy tarde

¿Qué podría hacer con \$1500 o más? Miles de dólares en beneficios están disponibles para las familias del área de Detroit cuando presentan sus impuestos, pero muchas familias no reclaman sus beneficios. ¡Incluso si no suele declarar impuestos o no ganó mucho en 2024, podría ser elegible! Este año, hay aún más dinero disponible con la expansión del EITC de Michigan. La ayuda experta para declarar impuestos está disponible sin costo para usted a través de los socios certificados por el IRS, Accounting Aid Society y Wayne Metro. Aprenda más y regístrese ahora, no es muy tarde para programar una cita en <https://getthetaxfacts.org/es>.

Direct email

Post Season – English
Call to action: It's not too late
Subject: What could you do with \$1500 or more? [Greeting] 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. It's not too late to file! [Partner name] supports the GetTheTaxFacts coalition, dedicated to helping Detroit-area families and individuals claim the benefits they deserve by filing their taxes. Worried about filing your taxes? Not sure where to start? It's not too late! 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. Learn more about filing your taxes and claim cash benefits 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. It's not too late to file for free! [Closing/Signature]

Post Season – Spanish
Call to action: No es muy tarde
Asunto: ¿Qué podría hacer con \$1500 o más? [Saludo] ¿Qué podría hacer con \$1500 o más? Miles de dólares en beneficios están disponibles para las familias del área de Detroit cuando presentan sus impuestos, pero muchas familias no reclaman sus beneficios. ¡Incluso si no suele declarar impuestos o no ganó mucho en 2024, podría ser elegible! Este año, hay aún más dinero disponible con la expansión del Crédito por Ingreso del Trabajo de Michigan. [Nombre del socio] apoya la coalición GetTheTaxFacts, dedicada a ayudar a las familias y personas del área de Detroit a reclamar los beneficios que merecen al presentar sus impuestos. ¿Le preocupa presentar sus impuestos? ¿No sabe por dónde empezar? ¡La ayuda experta para declarar impuestos está disponible sin costo para usted! Los socios de la coalición, Accounting Aid Society y Wayne Metro, son expertos certificados por el IRS en ayudar a las familias de ingresos bajos y moderados a declarar impuestos y reclamar sus pagos. Aprenda más y regístrese ahora, no es muy tarde para programar una cita hoy en https://getthetaxfacts.org/es . Miles de personas de Detroit han agendado citas a través de

<https://getthetaxfacts.org/es> para obtener ayuda con la declaración de impuestos y reclamar sus pagos. Es seguro, eficaz y sin costo para usted.

[Despedida/Firma]

Social Media: Sample Messages

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

Post Season – English

- What would you do with an extra \$1,500 or more? File your taxes and find out! It's not too late for expert help at no cost to you. Learn more at <https://GetTheTaxFacts.org>
- Many working individuals qualify for the Earned Income Tax Credit. Do you? Learn more about the #EITC and schedule 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. It's not too late for a no-cost appointment to file your taxes. Learn more at <https://GetTheTaxFacts.org>
- File your taxes and you could get the Earned Income Tax Credit! Learn more about the #EITC. It's not too late for a no-cost appointment at <https://GetTheTaxFacts.org>
- You could get THOUSANDS in cash payments this year if you file your taxes. It's not too late 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 file your taxes and claim cash benefits. It's not too late!
- 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! It's not too late to file! Learn more and schedule a no-cost tax appointment at <https://GetTheTaxFacts.org>

Spanish

Post Season – Spanish

- ¿Qué haría con \$1,500 adicionales o más? ¡Presente sus impuestos y descúbralo! Aprenda más y regístrese ahora, no es muy tarde para programar una cita y obtener ayuda experta sin costo para usted en <https://getthetaxfacts.org/es>
- Muchas personas trabajadoras califican para el Crédito por Ingreso del Trabajo. ¿Es su caso? Aprenda más sobre el #EITC y regístrese ahora, no es muy tarde para hacer una cita sin costo y presentar sus impuestos en <https://getthetaxfacts.org/es>
- ¿Sabía que el estado de Michigan QUINTUPLICÓ el #EITC estatal? Las personas calificadas recibirán un crédito MÁS GRANDE este año. Aprenda más y regístrese ahora, no es muy tarde para hacer una cita sin costo y presentar sus impuestos en <https://getthetaxfacts.org/es>

- ¡Presente sus impuestos y podría obtener el Crédito por Ingreso del Trabajo! Aprenda más sobre el #EITC y regístrese ahora, no es muy tarde para hacer una cita sin costo en <https://getthetaxfacts.org/es>
- Podría obtener MILES de dólares en beneficios este año si presenta sus impuestos. Aprenda más y regístrese ahora, no es muy tarde para hacer una cita sin costo en <https://getthetaxfacts.org/es>
- Asistencia experta en impuestos certificada por el IRS está disponible SIN COSTO para miles de familias en Michigan. Visite <https://getthetaxfacts.org/es> o llame al 2-1-1 para programar una cita.
- ¡Deje de pagar por hacer sus impuestos! ¡La ayuda experta para declarar impuestos está disponible sin costo si ganó menos de \$67,000 en 2024! Aprenda más en <https://getthetaxfacts.org/es>
- Obtenga. Su. Dinero. ¡Podría calificar para varios créditos fiscales este año! Aprenda más y regístrese ahora, no es muy tarde para programar una cita de impuestos sin costo en <https://getthetaxfacts.org/es>

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