

Child Tax Credit & Earned Income Tax Credit Outreach Tax Season 2022: Suggested text message language

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. Message testing research shows that the most powerful messages prompt individuals to imagine what they could do with a specific amount of money. That's why our suggested messages generally start with the phrase, "What could you do with a few thousand extra dollars?" Another key message is that families MUST file taxes to claim their payments – unlike in 2020 and 2021, there is no "non-filer" enrollment system.

Long messages (<320 characters)

Hi, it's [partner]. What could you do with a few thousand extra dollars? If you have children in your home OR worked at all in 2021, you may qualify for a big cash payment at tax time. Don't miss out! You MUST file taxes in 2022 to claim your benefit. Find out more and file today at [GetTheTaxFacts.org](https://www.getthetaxfacts.org)!

[308 characters]

Hi, it's [partner]. What could you do with a few thousand extra dollars? The new Child Tax Credit and Earned Income Tax Credit offer big cash payments for families with children and workers. Don't miss out! You MUST file taxes in 2022 to claim your benefit. Find out more and file today at [GetTheTaxFacts.org](https://www.getthetaxfacts.org)!

[317 characters]

Short messages (<160 characters)

What could you do with a few thousand \$\$? File taxes to claim the new Child Tax Credit and Earned Income Tax Credit. Learn more at [GetTheTaxFacts.org](https://www.getthetaxfacts.org) [152 characters]

What could you do with a few thousand \$\$? File taxes to receive big cash payments for families with kids and workers. Learn more at [GetTheTaxFacts.org](https://www.getthetaxfacts.org) [153 characters]

What could you do with a few thousand \$\$? File taxes to receive big cash payments for families with kids, even if you aren't working. Info: [GetTheTaxFacts.org](https://www.getthetaxfacts.org) [159 characters]

Deluxe message (320+ characters)

Hi, it's [partner]. What could you do with a few thousand extra dollars? If you have children in your home OR worked at all in 2021, you may qualify for a big cash payment at tax time thanks to the new Child Tax

[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 benefits available to them through the tax system. This would not be possible without all of our dedicated partners.



Credit and Earned Income Tax Credit. Don't miss out! You MUST file taxes in 2022 to claim your benefit. Find out more and file today at [GetTheTaxFacts.org](https://www.getthetaxfacts.org) [372 characters]

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