



GET THE **TAX FACTS**

2023 – 2024 MAIN SEASON

Suggested language for text message, email, social media

Background context & updates for 2024

Difference between preseason and main season messaging

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

New for the 2024 season: Expanded Michigan EITC

In 2023, changes to Michigan law increased the amount of the Michigan Earned Income Tax Credit for Working Families (also known as the Michigan EITC or the Working Families Tax Credit). The Michigan EITC uses the same eligibility criteria as the federal EITC. The amount of the Michigan credit is calculated as a percentage of the amount the family or individual receives from the federal EITC.

Previously, the Michigan EITC was calculated as 6% of the federal EITC. For example, if a family qualified for a \$3000 federal EITC refund, they received an additional \$180 ($\$3000 \times 6\%$) from the state of Michigan when filing their state taxes.

Under the new law, the Michigan credit was increased to 30% of the federal credit. In the same example, a family qualifying for a \$3000 federal EITC refund will now receive an additional \$900 ($\$3000 \times 30\%$) from the state of Michigan.

Qualifying individuals who file taxes in 2024 (for tax year 2023) will automatically receive the higher amount. Individual who filed taxes in 2023 (for tax year 2022) will receive an **extra refund** in 2024 for the difference between the old 6% credit and the new 30% credit. Individuals must make sure their address is up to date with Michigan Treasury. Learn more at <https://GetTheTaxFacts.org/eitc>.

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 or call 2-1-1.

The coalition website, 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.

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. [269 characters]

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 [153 characters]

SUPPLEMENTAL MESSAGES ABOUT THE MICHIGAN EITC EXTRA REFUND

Long message (<320 characters)

Hi, it's [partner]. Did you qualify for the EITC last year? If so, you'll get an EXTRA tax refund this year, thanks to the expansion of the Michigan EITC. If you moved in the past year, make sure to update your address. Learn more at <https://GetTheTaxFacts.org/EITC> [270 characters]

Short messages (<160 characters)

Hi, it's [partner]. New law means you may qualify for an EXTRA tax refund. Moved recently? Update your address. Info: <https://GetTheTaxFacts.org/EITC> [151 characters]

Newsletter

CORE COPY

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 2023, 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. Learn more and schedule an appointment today at GetTheTaxFacts.org.

SUPPLEMENTAL COPY ABOUT THE MICHIGAN EITC EXTRA REFUND

Did you qualify for the Earned Income Tax Credit (EITC) last year? If so, you'll get an EXTRA tax refund this year, thanks to the expansion of the Michigan EITC. If you moved in the past year, update your address online [here](#). If you still live at the same address as listed on your 2022 tax return (filed in 2023), you do not need to take any action. Because the new law was passed during the 2023 tax filing season, Michigan Treasury is issuing refunds in early 2024 for the difference between the old credit amount and the new credit amount. Checks will be mailed starting February 13, 2024, and it may take as long as 5 to 6 weeks for the state Treasury to mail all of the checks. Learn more at <https://GetTheTaxFacts.org/EITC>.

When you file your taxes in 2024 (for the 2023 tax year), the Michigan EITC will be automatically calculated at the new amount and included in your regular refund. [Get expert help filing your taxes at no cost to you.](#)

Direct email

CORE EMAIL

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 2023, you may be eligible! This year, even more money is available with the expanded Michigan Earned Income Tax Credit.

[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? 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 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.

[Closing/Signature]

SUPPLEMENTAL EMAIL ABOUT THE MICHIGAN EITC EXTRA REFUND

Subject: Do you qualify for an EXTRA tax refund this year?

[Greeting]

If you filed taxes in 2023 and qualified for the Earned Income Tax Credit (EITC), you qualify for an EXTRA tax refund this year! Make sure that Michigan Treasury has your correct address to claim your payment. If you've moved in the past year, update your address online [here](#).

WHAT'S THIS ALL ABOUT?

In 2023, changes to Michigan law increased the amount of the Michigan Earned Income Tax Credit for Working Families (also known as the Michigan EITC or the Working Families Tax Credit).

Because the new legislation was passed during the 2023 tax filing season, Michigan EITC payments for taxes filed in 2023 (for tax year 2022) are a bit unusual. If you filed taxes in 2023 for the 2022 tax year and qualified for the EITC, the state of Michigan will issue the extra refunds in early 2024 for the difference between the old credit amount and the new credit amount. Learn more at <https://GetTheTaxFacts.org/EITC>.

These additional refunds will be delivered by paper check mailed to your address on file with the state Treasury. If you still live at the same address as listed on your 2022 tax return (filed in 2023), you do not need to take any action. Checks will be mailed starting February 13, 2024, and it may take as long as 5 to 6 weeks for the state Treasury to mail all of the checks. If you've moved in the past year, update your address online [here](#).

WHAT ABOUT THE EITC FOR THIS YEAR?

When you file your taxes in 2024 (for the 2023 tax year), the Michigan EITC will be automatically calculated at the new amount and included in your regular refund. You do not need to take any special action, but you do need to file taxes in 2024. We can help! [Get expert help filing your taxes at no cost to you](#).

[Closing/Signature]

Social Media: Sample Messages

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

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 <https://GetTheTaxFacts.org>

Did you qualify for the #EITC last year? If so, you'll get an EXTRA tax refund this year. If you moved in the past year, update your address. Learn more at <https://GetTheTaxFacts.org/EITC>

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 \$64K in 2023. 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