



# GET THE **TAX FACTS**

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## 2022 – 2023 MAIN SEASON

### Suggested text message & email language

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#### Difference between preseason and main season messaging

In 2022-23, for the first time the coalition supported a “preseason” outreach push in 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, which began Jan. 9, this call to action changes to “schedule an appointment”.

#### Framing & Key Messages

##### **What could you do with \$1,500 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 \$1,500 or more?” (\$1,500 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.

[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.



## 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.*

### Long message (<320 characters)

Hi, it's [partner]. What could you do with \$1,500 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](https://www.getthetaxfacts.org). [270 characters]

### Short messages (<160 characters)

Hi, it's [partner]. What could you do with \$1,500 or more? Get expert help to file taxes and claim your payment. Schedule today at [GetTheTaxFacts.org](https://www.getthetaxfacts.org) [154 characters]

## Newsletter

What could you do with \$1,500 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 2022, you may be eligible! 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](https://www.getthetaxfacts.org).

## Direct email

**Subject:** What could you do with \$1,500 or more?

[Greeting]

What could you do with \$1,500 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 2022, you may be eligible!

[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](https://www.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]

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## 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

## Social Media: Sample Messages

### Tax credits

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 just QUINTUPLED the state #EITC. Qualifying individuals will get a LARGER credit this year. Learn more and get help filing at https://GetTheTaxFacts.org](https://GetTheTaxFacts.org)

[GetTheTaxFacts.org](https://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.



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>

### File Your Taxes

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 \$60K in 2022. 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>

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