Ten Ways Your Business Can Promote
The Earned Income Credit and the Child Tax Credit

There are many opportunities to raise awareness about the Earned Income Credit (EIC) and the Child Tax Credit (CTC) and to help eligible working families and individuals claim these important federal tax benefits. Since most EIC/CTC benefits are spent locally, the credits are considered important economic development tools for low-income neighborhoods. Remember, both customers *and* employees may be eligible for the EIC and the CTC.

1. Insert an EIC/CTC envelope stuffer into bills or other notices that are mailed to customers.

2. Let your employees know about the EIC and the CTC. Include an EIC/CTC envelope stuffer with employee paychecks.

3. Print an EIC/CTC message on anything that Amoves:@ grocery bags, cash register receipts, store coupons, milk containers, restaurant menus or placemats.

4. Put up EIC/CTC posters in your store, waiting room, or customer service center. Don=t forget employee bulletin boards.

5. Place a public service advertisement in the local newspaper or Shoppers Guide.

6. Does your business have access to the airwaves? Make the tax credits the topic of public service announcements or consumer affairs programs your company sponsors.

7. Help provide free help with tax forms in your community. Work with the IRS= Taxpayer Education Coordinator to provide space and/or computers for a Volunteer Income Tax Assistance (VITA) site.

8. Encourage employees (and retirees) to become VITA volunteers.

9. Do you or others in your company serve in local community leadership positions such as the town council, school board, or United Way? Raise awareness about the EIC and the CTC in these forums and encourage your colleagues to get involved in promoting the credits.

10. Join forces with — and provide help to — community-based groups engaged in EIC/CTC Outreach Campaigns.

For more information on how your business can promote the EIC and the CTC, contact the Center on Budget and Policy Priorities, 202-408-1080.