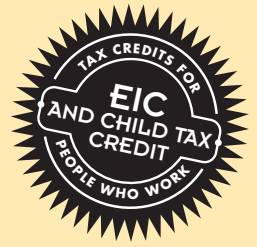


December 2005



Dear Friend:

Thanks for joining the national effort to **Make Tax Time Pay** for working families and individuals. By promoting the Earned Income Credit (EIC) and the Child Tax Credit (CTC), you can help low- and moderate-income workers take advantage of the tax benefits they've earned. In 2005, over 21 million workers claimed more than \$39.5 billion in Earned Income Credits alone. Many of them also received a substantial boost from the Child Tax Credit. These tax credits continue to be vital work supports for employees in low-wage jobs, helping many to afford transportation, child care and out-of-pocket health care expenses. This year, for thousands of families that lost their homes and jobs as a result of the disastrous hurricanes that hit the Gulf Coast, the credits will be of the utmost importance as they struggle to rebuild their lives. Special outreach efforts are needed to ensure they know about the credits and that special rules are in effect that could provide them larger credits than in the past.

For workers throughout the nation, this year the EIC is worth more than ever — \$4,400 for some families. Many families also may qualify for the CTC, worth up to \$1,000 for each child. Yet, millions of eligible workers risk missing out on these important federal tax benefits because they do not know they qualify, do not know how to claim the credits, and do not know where to find free tax filing assistance.

**This Outreach Campaign Kit can provide everything you need to help workers get the tax credits they've earned:** easy-to-read fact sheets on both credits; a full range of outreach strategy ideas that have been used successfully in local communities; posters, flyers, and envelope stuffers in English and Spanish; and the essential tax forms workers need to claim the credits. **A brief guide to the materials in this kit is on the reverse side of this letter.**

By getting involved in tax credit outreach, your organization becomes one of thousands across the country helping millions of working families and individuals claim the tax credits for which they qualify. Whether you put up a poster, pass out flyers or run a full-fledged campaign, your efforts to promote the EIC and the CTC can make a dramatic difference in the lives of low-wage workers.

As you move forward, the Center's outreach staff is standing by to answer your questions, supply additional materials and deliver any technical assistance you may need. Do not hesitate to contact us at 202-408-1080 or at [eickit@cbpp.org](mailto:eickit@cbpp.org). Thanks in advance for your hard work on behalf of working families and individuals.

Sincerely,

Donna Cohen Ross  
John Wancheck  
Roxy Caines  
Shaunya Owens

THE CENTER ON BUDGET AND POLICY PRIORITIES

820 First Street, NE, Suite 510 • Washington, DC 20002 • 202.408.1080 • Fax 202.408.1056 • [center@center.cbpp.org](mailto:center@center.cbpp.org) • [www.cbpp.org](http://www.cbpp.org)

# What's in the 2006 Outreach Campaign Kit?

**The tax credit Outreach Campaign kit contains the materials you need for effective outreach efforts on the EIC and CTC:**

## **Facts About Tax Credits for Working Families**

This booklet provides fact sheets explaining all the basics about who is eligible for the EIC and the CTC and how to claim these credits. New rules about qualifying children are highlighted.

## **Strategies for Promoting Tax Credits for Working Families**

This outreach strategy guide presents key strategies for tax credit Outreach Campaigns and illustrates how effective outreach techniques are being implemented across the country. Examples of successful efforts spearheaded by new and veteran local campaign partners are highlighted when you see this *Reach Out* logo:



**There are three new sections in this year's strategy guide.** They focus on strategies for conducting outreach in Native American communities and rural areas, as well as strategies for reaching out to workers who are homeless.

## **Opportunities for Linking Workers to Free Tax Help and Asset Development**

This booklet highlights the importance of directing workers to places they can get their tax returns completed and filed for free, including IRS-sponsored Volunteer Income Tax Assistance (VITA) sites and Low-Income Taxpayer Clinics. An expanded section highlights strategies for linking workers with asset development programs.

## **Outreach Campaign Tools Envelope**

The tools include posters, flyers and envelope stuffers, in English and Spanish, which encourage workers to claim all the tax credits they've earned. The Schedule EIC and the Form 8812 — the forms needed to claim the EIC and the CTC — are also provided. These forms can be photocopied and distributed to eligible workers. Check out the table "EIC Participation Tax Year 2004, by State," for the number of EIC claims filed and the amount of EIC benefits workers in your state received last year. A new flyer, "**Why Pay When You Can Get Your Taxes Done for Free?**," along with a checklist of documents tax filers should bring with them to a VITA site or tax preparer, is also included in the envelope.

## **Alert on Hurricane Relief**

A special alert on Congressional action to assure that hurricane survivors get the most out of the EIC and CTC is included. The Center has raised a number of additional questions regarding problems hurricane survivors and individuals who are caring for them are likely to face with respect to eligibility and filing for the credits. As more information becomes available from the IRS, we will share what we learn with our Tax Credit Outreach Campaign network.