

**A Dozen Ways to Help Seniors, People with Disabilities and Veterans
Claim their *Economic Stimulus Payments***

- 1. Distribute flyers.** CBPP has full-color and black and white flyers in English and Spanish. Customize the flyer to alert community members to ESP filing assistance. Or choose a version of the flyer that highlights the message: “**You have Until October 15 to File.**” Flyers in Chinese, Italian, Korean, Russian, Tagalog and Vietnamese will soon be available at the Center’s website: <http://www.cbpp.org/stimuluspayment2008/>.
- 2. Publish an article in your newsletter.**
- 3. Record a Public Service Announcement.**
- 4. Author an op-ed for your hometown newspaper.**
- 5. Encourage the media to write and broadcast stories.** Get clear, accurate information to the media. An engaging story can motivate people to file for their Economic Stimulus Payment.
- 6. Promote the ESP on your website.** Link to a new online tool, developed jointly by AARP Tax-Aide and the National Council on Aging’s BenefitsCheckUp®, which is available at www.AARP.org/stimulus or www.BenefitsCheckUp.org. It provides simple, easy-to-understand instructions along with the ability to complete and print the IRS 1040A form, with instructions on where to mail it. You can also link to the IRS (www.irs.gov) for additional information.
- 7. Host an ESP filing event and invite the media.** Choose a senior residence, veterans center, Meals on Wheels program, or other setting where eligible individuals gather. Enlist volunteers to help participants file and show how easy it can be! **TIP:** Host a second event soon after the first. After reading about the ESP, people will be glad to learn they have not missed out on getting help!
- 8. Piggyback on upcoming holidays.** There are numerous occasions to draw attention to the ESP: **Mothers Day** and **Fathers Day** present opportunities to help parents file for their payments. On **Memorial Day**, emphasize that disabled veterans are eligible and may need help filing. On **July 4th**, highlight how the payments help families and also help boost the nation’s economy. On **Labor Day**, honor retired people who have worked all their lives and help them file for the ESP.
- 9. Engage organizations that serve seniors, veterans and people with disabilities.** Provide information and materials they can share about the payments and how to claim them.
- 10. Enlist organizations that help people secure help with basic needs like food, energy assistance, housing, and health care.** Encourage emergency food pantries, health clinics, community action agencies, and other organizations to alert people to the ESP and how to claim it.
- 11. Persuade state and local public benefit offices to conduct outreach.** Focus on agencies that administer food stamps, Medicaid, SSI and other benefits to send beneficiaries information about the ESP and how to claim it. Post flyers in offices. **TIP:** Such programs are in the best position to allay concerns that the ESP will cause people to lose benefits they rely upon.
- 12. Persuade banks, utility companies and pharmacies to alert customers.** Encourage them to insert information in monthly bills and statements, post information in stores and other locations, and include the ESP in all community affairs activities. Publish and broadcast ESP information in their newsletters and on local TV and radio spots.