EIP Non-Filer Toolkit – Message Frame

FOR PARTNERS/STAKEHOLDERS

**About the Campaign**

The IRS is working to speed Economic Impact Payment (or “stimulus checks”) delivery to individuals and families, but 12 million very low-income Americans do not know they are eligible or how to get the financial help. Millions of Americans who did not file federal taxes in 2018 or 2019 are not set up for auto-payment and won’t receive this financial help unless they go to IRS.gov online to sign up. This population includes very low-income and homeless individuals and families, around 9 million of whom are likely to participate in assistance programs including TANF, SNAP, and/or Medicaid.

Getting payments to low-income eligible recipients, especially those of color, is particularly important given emerging evidence that these communities are being hit hardest by both job and earnings losses and the devastating health effects of the pandemic. This financial help can make a significant difference for individuals and families confronted with financial uncertainty as a result of the impacts of COVID-19. This campaign seeks to reach them with the simple message that financial help is available, encourage them to fill out the form online, and offer in-person help to do so where possible.

Governors leading COVID-19 response efforts and state health and human services agencies that administer assistance programs are uniquely positioned to reach this population by using already established communication channels to inform and educate program participants. Public education efforts and partnerships with key stakeholder groups who also regularly work with these individuals, such as service providers to people experiencing homelessness, will be critical to connect this eligible group to their payment as well. We hope you find these materials helpful in augmenting your own efforts to help make sure that all those eligible for Economic Impact Payments take steps to   
receive them.

FOR NON-FILERS

**Message Frame**

Millions of Americans are eligible for an Economic Impact Payment, even if they didn’t file federal taxes in 2018 or 2019. These $1,200 stimulus checks can have a positive impact on the lives of individuals and families, providing money to help them pay bills, cover necessary expenses, and pay for the things they need most right now.

If this is you, take steps now to get the money you need as soon as possible.

1. You may be eligible for an Economic Impact Payment from the federal government. Stimulus checks start at $1,200 and increase by $500 for each eligible child.
2. Use the money to pay bills and cover expenses – it’s cash to use on whatever you need most to help you get through these tough times.
3. To sign up, go to the “Non-Filers” page on the IRS.gov/EIP website and scroll down to the blue “Enter your information” button.