EIP Non-Filer Toolkit – News Release

*NOTE: Please customize text in red with information specific to your organization, state-specific numbers from the CBPP paper, and local resources that can support non-filers with filing out the form.*

**LOCATION, DATE** – Today, [state/organization] launched a public education campaign to help reach [number from [CBPP paper](https://www.cbpp.org/research/federal-tax/aggressive-state-outreach-can-help-reach-the-12-million-non-filers-eligible-for)] [state] residents who are currently missing out on financial assistance from the federal government.

The IRS is working to speed Economic Impact Payment (or “stimulus check”) delivery to individuals and families, but 12 million very low-income Americans, including [number] [state] residents, may not know they are eligible or how to get the financial help. Those who did not file federal taxes in 2018 or 2019 and who don’t participate in certain federally administered programs are not set up for auto-payment and won’t receive this financial help unless they sign up at IRS.gov.

“Getting payments to low-income eligible recipients 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,” said [name], [title/organization]. “We’re uniquely positioned to reach this population using our already established communication channels, and we will work diligently to encourage as many non-filers as possible to sign up before the November 21 deadline.”

This population includes very low-income and homeless individuals and families, including [number] [state-ians] of whom are likely to participate in assistance programs including SNAP and/or Medicaid.

“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,” said [name], [title/organization]. “Through this campaign, we seek 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.”

Non-filers, or those serving this community, can learn more and sign up for their stimulus check at IRS.gov/EIP. Local help is available through [state to include]. United Way’s 211 hotline also can assist by phone.