Sample Campaign Plan for EIP Outreach

*To support state outreach to the non-filer population, the sample campaign plan below provides an outline of how to leverage and distribute the campaign assets, including a suggested cadence to maintain a steady drumbeat of information. We recommend communicating with the target population via as many communication channels as possible to ensure they see and respond to the message.*

# PRE-LAUNCH

Interagency Coordination

* Outreach to partners and state agencies to distribute resources
* Coordinate between state agencies to ensure all parties are aware of the issue and can direct target population to resources

Materials

* Tailor all campaign materials with state-specific data, organization/state logos, and local resources to help non-filers complete their form
* Upload web copy to relevant state agency sites
* Distribute call center and caseworker scripts to relevant agencies
* Distribute checklist to agency touchpoints serving target population
* Distribute newsletter copy to local partners and organizations to include in upcoming outreach over the next two months
* Distribute social media assets, digital flyer, and print flyer to food banks, churches, adult education centers, local businesses, community colleges, public libraries, DMVs, and local organizations serving target population, and encourage regular posting on social media, digital display screens, bulletin boards, front desks, etc.
* Engage local organizations and partners specifically serving Latinx, AA, and homeless populations to share toolkit resources and offer support for their outreach
* Include mailer copy in an upcoming agency mailer and print for distribution during campaign
* Print flyer for distribution during campaign

Media and Launch Event

* Publish news release
* Pitch state and local media, as well as outlets with Latinx and AA audiences, about launch of campaign as another step in your state’s response to COVID-19, to help residents get economic stimulus checks; include localized data about non-filer population per CBPP report
* Plan virtual launch event inviting reporters and stakeholders to hear from your state official about why they’re doing this campaign; Facebook Live, Instagram Live, Twitter chats, or “Town Hall” webinars (on Zoom, Cisco WebEx, Microsoft Teams, or other meeting platforms) are all virtual options and should be considered based on audience/following
* Distribute radio reader to state and local radio stations, specifically those with significant Latinx and AA audiences

# ONGOING

Social Media

* Retweet/share (on state channels) social posts from local organizations offering support for non-filers filling out their forms
* Respond to questions on social media from non-filers or partners serving their population or direct them to resources that can offer more support

Earned Media

* Incorporate talking points into all relevant media interviews, speeches, and presentations
* Respond to media inquiries with relevant information about non-filers and the IRS form
* Leverage real-time news hooks or local angles related to the economy/non-filer population to share key messaging with media (release of state COVID-19 numbers, unemployment numbers, new state response efforts, stories of non-filer community members, additional COVID relief packages, etc.)

Measurement

* Track distribution of assets and organization/agency usage to further support where relevant
* Monitor media placements and social media engagement to determine most effective pitches/posts and tailor additional outreach/content

# WEEK ONE (KICKOFF EFFORTS)

* Hold virtual launch event
* Conduct a radio media tour/radio interviews with state official to announce campaign and communicate with target population
* Post to Facebook, Instagram, and Twitter across state channels, governor’s office, and human services agencies to announce campaign and effort to reach target population

# WEEK TWO

* Tailor to the current moment (state COVID-19/unemployment numbers, real stories from a local non-filer, additional COVID package, etc.) and place op-ed with a local paper/news site
* Email target population with tailored email copy
* Text target population with SMS copy
* Post videos to Facebook and Instagram across state channels

# WEEK THREE

* Pitch relevant media with “back to school” angle of stimulus check offering financial support for children’s school supplies
* Text target population with SMS copy
* Distribute printed and digital flyer to food banks, churches, adult education centers, local businesses, community colleges, public libraries, DMVs, and local organizations serving target population
* Post to Twitter from governor’s office channels

# WEEK FOUR

* Send mailer to SNAP/Medicaid program participants through direct agency communications
* Post to Twitter across state channels

# WEEK FIVE

* Email target population with tailored email copy
* Pitch relevant media around release of updated unemployment numbers with reminder that stimulus check can support unemployed non-filer population
* Text target population with SMS copy
* Post to Facebook and Instagram from human services channels

# WEEK SIX

* Text target population with SMS copy
* Pitch relevant media around seasonal/summer work drying up, creating additional need among some populations that the stimulus check could aid with
* Post videos to Facebook and Instagram from governor’s office channels

# WEEK SEVEN

* Pending state budget for non-filer outreach, option for month-long paid efforts:
  + (Optional) Begin paid efforts for animated banners, trafficking on sites reaching low income local audiences and running for one month through Nov. 21
  + (Optional) Place radio spot with paid digital buy on digital radio platforms reaching low income audiences and running for one month through Nov. 21
* Tailor to upcoming deadline and place op-ed with another local paper/news site
* Reach out to food banks, churches, adult education centers, local businesses, community colleges, public libraries, DMVs, and local organizations serving target population to remind them of upcoming deadline and encourage additional push to target population
* Post to Twitter from human services channels

# WEEK EIGHT (DRIVE DEADLINE URGENCY)

* Email target population with tailored email copy, calling out countdown to deadline
* Text target population with SMS copy, calling out countdown to deadline
* Pitch relevant media around the pandemic’s current impact on your state’s economy and how getting stimulus checks to non-filers would put money into the economy, calling out the two remaining weeks until the deadline to get payment in 2020
* Post to Facebook and Instagram across state channels

# WEEK NINE

* Update news release around upcoming deadline and publish; distribute directly to local media
* Text target population with SMS copy, calling out countdown to deadline
* Post videos to Facebook, Instagram, and Twitter across state channels, governor’s office, and human services agencies to remind audience of upcoming deadline

# WEEK TEN (WEEK OF NOV. 21 DEADLINE)

Tailor all outreach materials to call out final week to receive payment in 2020

* Email target population with tailored email copy
* Text target population with SMS copy
* Post to Facebook, Instagram, and Twitter across state channels, governor’s office, and human services agencies