Economic Impact Payments (EIP)
Agenda

• Welcome
• Our Team
• Economic Impact Payments
• EIP Toolkit
• Technical Assistance
• Q&A
Introductions

• Alicia Koné, Koné Consulting
• Roxy Caines, Center on Budget and Policy Priorities (CBPP)
• Julie Bataille, GMMB
EIPs: Why Outreach Matters
Why Are Economic Impact Payments (Stimulus Checks) Important?

• $1,200 temporary tax credit
• Non-taxable money
• No minimum income needed to get the payment
Who is Missing Out?

• About **12 million Americans** risk missing out on Economic Impact Payments.

• Together they represent **$12 billion in payments** that can stimulate State economies.

• They must file a form by **October 15th** to receive it this year.
Who Automatically Receives an EIP Check?

- Those who filed taxes in 2018 or 2019
- Recipients of:
  - Social Security
  - SSI
  - Disability
  - Veteran’s Pension
  - Railroad Retirement
Who DOES NOT Automatically Receive an EIP Check?

- About 12 million non-tax filers or non-recipients of benefits.
- About 9 million of these eligible individuals receive SNAP and/or Medicaid, 3 million do not.
Reaching Non-Filers

Through SNAP and Medicaid, States Can Reach Many Not Receiving Automatic Stimulus Payments

✅ Receiving automatic payments
- Tax filers in 2018 or 2019
- Social Security recipients
- Supplemental Security Income recipients
- Veterans Affairs pension or disability recipients
- Railroad Retirement recipients

🚫 Not receiving automatic payments

About 12 million people
- 9 million didn’t file tax returns for 2018 or 2019 or receive any benefits listed above, but do receive SNAP and/or Medicaid
- 3 million didn’t file tax returns for 2018 or 2019 or receive any benefits listed above, and don’t receive SNAP or Medicaid

The target population includes very low-income individuals and families - 9 million of whom likely participate in TANF, SNAP, and/or Medicaid.

Of the 9 million:
- 3.2 million are under age 17
- 40% are adults without minor children (many under 25 as well as those between 50-65)
- Many are likely people without secure housing
Filing Deadline

Eligible individuals have until October 15 to file for their EIP to receive payment this year.
EIPs: Your Role
Why You?

You have the access and power to help individuals who get SNAP, Medicaid, and TANF receive their stimulus checks.

The payments can help your local economy in an uncertain time.
Who Should Agency Staff Target for Outreach?

- Very low-income individuals
- All recipients of federal and state cash assistance programs
- Individuals without secured housing (homeless)
- People who are chronically unemployed
- Low-income adults without minor children / ABAWDs
- Children 17 and under
How Can Your Agency Engage in This Effort?

There are three ways your eligibility staff can help. By being:

1. Notifiers
2. Referrers
3. Assisters
Help from Outside Your Agency

United Way’s 211 Economic Impact Payment Helpline
• (844) 322-3639
• Operates 24/7 with live agents available 10:00 AM–6:00 PM ET M–F through October 15, 2020.

GetYourRefund.org
• A mobile-friendly website that helps individuals decide whether they would benefit from filing a full tax return or just signing up for the stimulus payment.
• Clients can chat with a VITA-certified tax preparer to discuss their options and help them complete the process.
• The website will be available through October 15, 2020.
Tools to Help You Help Others

Caseworker assets are available to download at:
https://www.cbpp.org/stimulus-payments-outreach-research

Caseworker Scripts

- Caseworker FAQs
- Caseworker Scripts for Assisters
- Caseworker Scripts for Notifiers
- Caseworker Scripts to Refer
EIPs:
Outreach Toolkit
Available Resources

1. **National research paper** – includes information and state-specific data on non-filers

2. **State agency toolkit** – includes written and designed materials (in English and Spanish)

3. **Technical assistance** – available to support your team with customizations and planning
With Partners:
✓ With allies, assess what level of outreach and enrollment assistance is underway & where is help needed?

With the State:
✓ Ask for meeting with your lead state agency
✓ Send a memo recommending an outreach campaign to the Governor’s Policy staff

With the Media:
✓ Build interest in coverage re: states’ plan or lack of plan
Outreach Toolkit

• Launch event
• FAQs
• Talking points
• Flyer and one-pager
• Template web copy
• Template e-newsletter copy
• Template email copy
• SMS copy
• Mailer copy
• Template op-ed
• Template news release

• Caseworker FAQs
• Caseworker Scripts for Notifiers
• Caseworker Scripts for Referrers
• Caseworker Scripts for Assisters
• Radio reader
• PSA script
• Radio spot
• Videos (:30 and :15)
• Animated digital banner
• Social graphics/posts
Sample Social Posts

Health Department
Today at 19:33 • 8
Your $1,200 stimulus check could pay for urgent car repairs. Sign up for your economic impact payment now at IRS.gov/EIP.

Department of Human Services
Today at 19:33 • 8
Your $1,200 stimulus check could go toward credit card bills or rent. Sign up for your economic impact payment now at IRS.gov/EIP.

State Example
Today at 19:33 • 8
Your $1,200 stimulus check could become cash in your pocket for groceries and more. Sign up for your economic impact payment now at IRS.gov/EIP.
Sample Campaign

August
- Partner/agency outreach
- Share materials with local orgs
- Upload web copy
- Distribute call center scripts
- Virtual launch event
- Publish news release

September
- Connect with non-filers via multiple social posts, emails, SMS, mailer
- Pitch media and place op-eds
- Continued outreach to local partner orgs with support

October
- Final push with earned media
- Final push with social posts, SMS, emails stressing deadline
- Optional paid support behind banners and radio spot

October 15:
Deadline to Receive EIP in 2020

October 15:
Deadline to Receive EIP in 2020
GMMB is available to support your efforts with technical assistance, including:

- Strategic counsel on outreach campaign
- Augment capacity to assist with campaign implementation
- Customization of designed assets
Additional Resources

Get it Back campaign website: https://www.eitcoutreach.org/coronavirus


IRS tool to check the status of payment delivery: https://www.irs.gov/getmypayment

Volunteer Income Tax Assistance (VITA) site locator (some sites may offer help for non-filers to sign up for their EIPs): https://irs.treasury.gov/freetaxprep/
Thank you for doing your part in helping low-income individuals access the stimulus payments for which they are eligible.

And for all the work you do every day to provide valuable benefits and resources to people in need!
Please enter questions in the Q&A window.