

Sample State Agency Campaign

July

- Partner/agency outreach
- Share materials to support campaign
- Upload web copy
- Launch Event
- Publish news release
- Distribute radio reader

August/September

- Connect with non-filers via multiple social posts, emails, SMS, mailer
- Place op-eds

October

- Final push with earned media and paid support behind banners and radio spot

**October 15:
Tax Filing
Extension
Deadline**