



2020 CALEITC4ME.ORG TOOLKIT: 2020 Tax Season Launch

[CLICK HERE TO DOWNLOAD
TOOLKIT ASSETS](#)

Or visit CalEITC4Me.org/toolkits/2020launch

Dear Partners,

As we prepare for the 2020 Tax Season, we want to make sure you have the latest tools and information to help ensure the people you serve are able to claim the tax credits they've earned and get the refund they deserve.

Thanks to Gov. Gavin Newsom and the Legislature, this year the California Earned Income Tax Credit (Cal EITC) and the state's newly created Young Child Tax Credit (YCTC) are expected to put \$1 billion back in the pockets of low-income workers across the state. At the same time, we know that Californians leave more than \$2 billion in state and federal EITC money on the table each year. We need your help to change that narrative.

Part of the problem is that many people who are eligible to receive the Cal EITC aren't required to file an income tax return, because they don't make enough money. However, if they don't file, they can't receive the credit. Additionally, close to one-third of the EITC eligible population turns over each year, so many people will be claiming these credits for the first time. That's why it's so important that we spread the word, not just that these credits are available, but also how to file and claim them.

We have a calculator tool on our website that allows people to determine their eligibility and estimate their refund.

Workers who qualify for the Cal EITC are also likely eligible for CalFresh food assistance and other public benefits. As you will see in the materials available for download, some of our flyers contain information on eligibility for these other programs, as well as entry points to access them. We encourage you to share this information with as well.

To help us get the word out, we've created images for you to use in your social media. Please tag us in your posts @CalEITC4Me on Facebook, Twitter and Instagram. Also, feel free to use the following hashtags to help give your posts greater visibility:

[#CalEITC](#) [#EITC](#) [#EndPoverty](#) [#TaxRefund](#) [#TaxSeason](#)

Also, if you haven't already, make sure to sign your organization up through our partners page, in order to get the latest updates and information about volunteer opportunities and how we can collaborate.

To ensure a coordinated, amplified effort, we have created an easy-to-use toolkit:

- Sample email blast
- Sample social media posts
- Social media graphics
- Downloadable, printable flyers

We hope you will take advantage of the tools presented here. And as always, if you ever have any questions, comments, or ideas, please don't hesitate to reach out.

For more information or to get involved, contact:

Sofia Zavala,
Los Angeles County Coordinator
sofia@goldenstateopportunity.org





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Sample of fliers (English and Spanish)

**Get up to \$8,000
when filing your taxes!**

**If you qualify for ONE,
you may also qualify for ALL...**

Cal EITC
The California Earned Income Tax Credit (Cal EITC) is a state tax credit. You could receive up to \$8,000 with combined state and federal tax credits if you made under \$30,000 in 2019.
CalEITC4Me.org

**NEW!
Young Child Tax Credit**
California has a NEW Young Child Tax Credit (YCTC) for parents with at least one child under age 6. Get up to an additional \$1,000!

CalFresh
CalFresh is California's food nutrition program (formerly known as food stamps). Once you're approved, you'll receive an EBT card with money for groceries.
GetCalFresh.org
866-613-3777

Discover what programs are available and how to get started. Visit MyPublicBenefits.org

Visit CalEITC4Me.org to find out how much you could get back!

The Census is coming! Everyone counts! Please complete the 2020 Census form. Learn more at HAGASECONTAR.ORG

Are you eligible for the CalEITC?

The California Earned Income Tax Credit (CalEITC) and Young Child Tax Credit (YCTC) are state tax credits for working Californians. Between CalEITC, YCTC and the federal EITC, you could receive up to \$8,000 depending upon your income. Follow the chart below to find out if you are eligible for this cash back refund!

WAS YOUR EARNED INCOME \$30,000 OR LESS?

- MORE THAN \$30,000: NOT ELIGIBLE
- LESS THAN \$30,000: YOU MAY BE ELIGIBLE

HOW OLD ARE YOU?

- YOUNGER THAN 18 (with no children): NOT ELIGIBLE*
- 18 OR OLDER: YOU MAY BE ELIGIBLE

HAVE AT LEAST ONE CHILD UNDER AGE 6?

HOW MUCH WILL YOU GET BACK?
*Text EITC to 555-888 and use our calculator to find out how much money you can get back from the CalEITC
*Message & data rates may apply

Not eligible for the CalEITC? Check out the federal EITC at www.irs.gov/eitc

You may also be eligible for California's NEW YOUNG CHILD TAX CREDIT
Get up to an additional \$1,000 when you file your taxes!
Visit CalEITC4Me.org/known-it for more details.

**YOU CAN CLAIM THE CalEITC ALL YEAR LONG!
VISIT CALEITC4ME.ORG TO LEARN MORE.**

The Census is coming. Everyone counts. Please complete the 2020 Census form. Learn more at HAGASECONTAR.ORG

Do you have a child under the age of 6?

**Receive up to \$1,000
when you file
your 2019 taxes!**

**The Young Child Tax Credit
kicks in with the first dollar
you make.**

If you qualify for the Young Child Tax Credit, you're also eligible for the California Earned Income Tax Credit (CalEITC) and federal EITC, which could be more than \$8,000 combined.

FREE TAX FILING
Get your taxes prepared for FREE if you made less than \$56,000. Find a free tax preparation location at CalEITC4Me.org

Qualifying children must be under 6 years old as of December 31, 2019

For the latest information and resources on the Cal EITC, visit CalEITC4Me.org

**If you are eligible for the CalEITC,
you may also be eligible for...**

The California Earned Income Tax Credit (CalEITC) and Young Child Tax Credit (YCTC) are state tax credits for working Californians. Between CalEITC, YCTC and the federal EITC, you could receive up to \$8,000 depending upon your income.

CalFresh
CalFresh is California's food nutrition program (formerly known as food stamps). Once you're approved, you'll receive an EBT card with money for groceries.
getcalfresh.org

Community Action Partnership of San Bernardino
Family Development Programs: Emergency assistance, housing assistance, tax assistance, children's services, food bank.
sdnrcap.org
909-323-1600
800-635-4010 toll free

CalWORKs
Public assistance program that provides cash aid and services to eligible families that have a child in the home.
benefitsnet.org

WIC
Provides nutrition education, issues checks for healthy supplemental foods, and makes referrals to healthcare and other community services.
m.wic.ca.gov

Medi-Cal
California's Medicaid program, providing free or low-cost health coverage for children and adults with limited income and resources.
coveredca.com/medi-cal

FIRST 5
Learn about local community programs and services, and find valuable resources for ensuring your child is happy, healthy, and ready for school.
1-800-295-3000
first5riverc.org
Join by texting "F5U1" to 70138

*Text EITC to 555-888 and use our calculator to find how much money you can get back from the CalEITC.
*Message & data rates may apply

**YOU CAN CLAIM THE CalEITC ALL YEAR LONG!
VISIT CALEITC4ME.ORG TO LEARN MORE.**

The Census is coming. Everyone counts. Please complete the 2020 Census form. Learn more at HAGASECONTAR.ORG

California has a new **Young Child Tax Credit** that could mean up to \$1,000 additional for working parents in their refund.



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Sample social media graphics (English and Spanish)

**Do you have
a child under
the age of 6?**

RECEIVE UP TO AN ADDITIONAL
\$1,000 WITH THE NEW
YOUNG CHILD TAX CREDIT

FIND OUT IF YOU'RE ELIGIBLE
CALEITC4ME.ORG



**Do you have
a child under
the age of 6?**

RECEIVE UP TO AN
ADDITIONAL **\$1,000**
WITH THE NEW YOUNG
CHILD TAX CREDIT!

LEARN MORE AT
CALEITC4ME.ORG



**Do you have
a child under
the age of 6?**

RECEIVE UP TO AN
ADDITIONAL **\$1,000**
WITH THE NEW YOUNG
CHILD TAX CREDIT!

LEARN MORE AT
CALEITC4ME.ORG



Do you have a child under the age of 6?

**Receive up to
\$1,000
when you file
your 2019 taxes!**

The Young Child Tax
Credit kicks in with the
first dollar you make.



**What will you
do with your
EITC cash back
refund?**

- BUY GROCERIES
- PAY FOR HEALTHCARE
- BUY SCHOOL SUPPLIES

Text "EITC" to 555-888
or visit CalEITC4Me.org
to find out how much money you can get
back when you file your taxes.

Message & Data Rates May Apply



**IT'S YOUR
MONEY.
GET IT.**

**TEXT "EITC" TO 555-888
TO FIND OUT HOW MUCH EITC MONEY
YOU COULD GET BACK. CALEITC4ME.ORG**

Message & Data Rates May Apply



**THE IRS SAYS
1 IN 5
WORKING PEOPLE
ARE MISSING OUT
ON GETTING
CASH BACK.**

**CHECK OUT
CALEITC4ME.ORG
TO FIND OUT IF THAT'S YOU.**



**"I earned my dad
an extra \$1,000
And not because I'm sooo cute!"**

If you have a child under 6, receive
up to \$1,000 when you file your
2019 taxes!

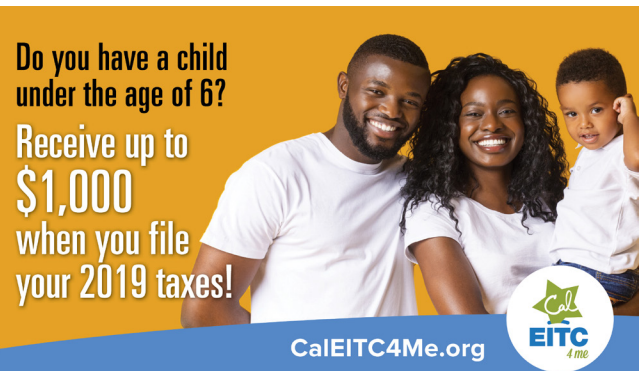
CalEITC4Me.org



**Do you have a child
under the age of 6?**

**Receive up to
\$1,000
when you file
your 2019 taxes!**

CalEITC4Me.org





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Sample email blast:

Dear [First Name or Friend],

This is an exciting year! It's 2020, the start of a new decade. You might be surprised to hear that it's also an exciting year for taxes here in California. What could possibly make tax season exciting, you ask?

Well this year, for the first time, the California Earned Income Tax Credit (Cal EITC) is available to all workers age 18 and older who made \$30,000 in 2019. The Cal EITC is a cashback credit that can help you pay for the things you need.

On top of that, California created a NEW Young Child Tax Credit this year that could mean up to an additional \$1,000 back when you file your taxes. Parents with children under age 6 qualify for the Young Child Tax Credit with the first dollar they earned in 2019!

Between the Young Child Tax Credit, the Cal EITC and the federal EITC, working families can get up to \$8,000 back in their tax refund this year. Now that's something to get excited about.

But here's the thing: we don't want you to lose a chunk of your refund paying to have your taxes done. Last year, more than 3 out of every 5 workers who received the Cal EITC used a paid tax preparer, costing them hundreds of dollars that should stay right in their pockets!

Irene Nash is a mother of five who works as a crossing guard here in Los Angeles. Last year, after getting her taxes prepared for free, she was able to use her refund to pay off debt, help her buy a car and start a banking account.

To find FREE tax preparation services near you visit [CalEITC4Me.org](https://caleitc4me.org) or text 'EITC' to 555-888 for more information.

Sample social media posts:

Have you heard? California has a new Young Child Tax Credit. Working parents become eligible with their first dollar they make. Make sure to find out if you qualify, and file for FREE: <https://caleitc4me.org/> #CalEITC #TaxSeason

California has a new Young Child Tax Credit. When combined with the #CalEITC and the federal #EITC, it could mean up to \$8,000 back for families with young children. Find out if you qualify and make sure to file for FREE! <https://caleitc4me.org/>

You've worked hard. Now it's time to keep more of your hard earned money. The #CalEITC can help. For the first time this year, all workers age 18 and older who made \$30,000 or less are eligible. Find out if you qualify, and learn where to get FREE tax prep services: <https://caleitc4me.org/>

Are you eligible for a cashback refund through the #CalEITC? For the first time this year, all workers over age 18 who made less than \$30,000 are eligible. Find out if you qualify, and learn where to get FREE tax prep services: <https://caleitc4me.org/>