



2021 CalEITC4Me.org

## 2021 Tax Season Toolkit

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### EITC Tax Season 2021: February 15-28

#### February 15

Presidents Day

##### Sample Messages:

-This #PresidentsDay, claim the #EITC & #CalEITC to put more Lincolns & Jacksons in your wallet. Learn how at CalEITC4Me.org.

-Did you know that there's usually a rush to file taxes after #PresidentsDay? Beat the rush by filing today. Find a Tax Assistance Center near you at CalEITC4Me.org.

#### February 16 - February 21

**Theme:** EITC can help your Family

##### Sample Messages:

-They're growing up so fast & growing out of their clothes even faster. The good news: tax credits can put cash back in your pockets, so you can buy new clothes or whatever your family needs. Estimate your #TaxRefund at CalEITC4Me.org.

-If you could use more money this #TaxSeason, find out if you qualify for the #EITC & #CalEITC. These tax credits for working families can put cash back in your pockets to help you make ends meet. Estimate your credit at CalEITC4Me.org.

-Diapers, clothes, bottles, childcare. Babies are expensive. This #TaxSeason, claim tax credits for working parents like you to help you get more for what matters most. Learn more at CalEITC4Me.org.

-Looks like you could use an extra hand. If you're a parent who made less than \$30k in 2020, learn how you can put the #CalEITC & #YCTC to work for you & your family at CalEITC4Me.org.

-If you're a working parent, an increased #TaxRefund with the #CalEITC & #YCTC could put money back in your pocket to help you buy the things you need. Estimate how much you could get back at CalEITCMe.org.

#### February 22 - 28

**Theme:** Get Your Taxes Done for Free

##### Sample Messages:

-Did you know that 70% of Americans are eligible to file their taxes online with free, safe tools from the IRS? It's called Free File. Learn more at CalEITC4Me.org.

-Worried about getting tax help in person during a pandemic? There are free, safe tools to help you file your taxes online. Choose the right tool for you at CalEITC4Me.org.

-Scared of making mistakes on your taxes? If you earned less than \$57k last year, you can get free, safe help in your community! Find out where at CalEITC4Me.org.

-Receipts, deductions, exemptions. Do tax terms freak you out? You can get your taxes done by IRS-trained experts for FREE if you made under \$57k in 2020. Find a location near you at CalEITC4Me.org.



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### February

Black History Month

#### Sample Messages:

-This #BlackHistoryMonth, we must acknowledge how racial bias has limited economic opportunity in the US & start building an inclusive economic recovery for everyone. That's why we do what we do.

-@JanelleCJ found that, in every recession for the last 50 years, Black women had higher unemployment rates than white men & slower rates of recovery. We can't afford to repeat history. #BlackHistoryMonth

-The poverty rate for Black people reached an all-time low in 2019. Then came the #PandemicRecession. Help us make sure families get their tax credits when they need them most at CalEITC4Me.org.

### February

Lookback

#### Sample Messages:

-If you're like the millions of Californians who earned less in 2020 than 2019, you're in luck this tax season. You can "lookback" to use your 2019 income rather than your 2020 income for your federal #EITC. Estimate your credit at CalEITC4Me.org



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## Sample of social media graphics (English and Spanish)

