

Special Topic: Direct Client Outreach Messaging¹

Direct Client Outreach Examples¹

SMS Script

SMS - In chronological order

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|---------------------|--|
| <p>SMS 1</p> | <p>It's not too late! You could be eligible for up to \$3,600 per child to help with the cost of raising kids! Visit GetCTC.org to find out how to get your Child Tax Credit.</p> |
| <p>SMS 2</p> | <p>Do you need help covering the cost of raising children? Then you don't want to miss out on getting the Child Tax Credit! Visit GetCTC.org to learn more.</p> |
| <p>SMS 3</p> | <p>Help is here! You could receive up to \$3,600 per child, even if you don't normally file taxes or have income. Learn more at GetCTC.org.</p> |

Call Script

[Estimated # of Children] Children in [State, if applicable] Families Are Now Eligible for the New Child Tax Credit Offering up to \$3,600 per Child

Hi [NAME],

The Child Tax Credit is now available to the families of [Estimated # of children] children, offering up to \$3,600 per child under 6 years old and \$3,000 per child between 6 and 17 years old from the IRS. The credit is not a loan!

Since the American Rescue Plan increased the amount of the tax credit for children and expanded its eligibility, almost all families qualify. Even families who haven't filed a tax return or don't have recent income are eligible for the full Child Tax Credit, and anyone who has a child with a Social Security number can get it, even if they don't have one themselves.

If you already filed taxes this year, just sit tight. Even if you did not explicitly claim the Child Tax Credit, you will soon start receiving your money in the form of paper checks or direct deposit. You can check on your payments and manage them through the [IRS CTC Update Portal](https://www.irs.gov/ctc).

If you were not required to file taxes this year, you can visit [GetCTC.org](https://www.getctc.org) to get your tax credit and start receiving payments.

Payments from the Child Tax Credit started going out in July and will give families half of their credit through monthly payments in 2021. These families will receive the other half in 2022 after filing a tax return.

[Organization] is committed to helping [State] families access and get the Child Tax Credit to support them with the high cost of raising children. We encourage all families to visit [GetCTC.org](https://www.getctc.org) to determine their eligibility and get the credit.

If you're filing for the first time, or need help getting the credit, visit [GetCTC.org](https://www.getctc.org), call 211 or make an appointment with your [local Taxpayer Assistance Center](#) to learn more about how to get your money!

[Organizational language/sign-off]

Email/Direct Mail



Get monthly checks for raising kids with the Child Tax Credit

You could get up to \$3,600 per child under 6 years old and up to \$3,000 per child between 6 and 17 years old from the government.

The Child Tax Credit is not a loan.

Who qualifies?

Almost all families qualify for the Child Tax Credit. Even families that haven't filed a tax return or don't have recent income.

Anyone with a child who has a Social Security number can get the Child Tax Credit, even if they don't have a Social Security number themselves. Receiving this tax credit won't change any public benefits you receive.

When will I get the money?

Half of the credit will be issued in monthly payments in 2021. You must file a tax return in 2022 to get the other half.

How do I get the credit?

If you haven't gotten your credit yet, you will need to send your info to the IRS. Beware of scams. The IRS will NOT contact you by phone, email, text, or social media.

Visit [GetCTC.org](https://www.getctc.org), call 211 or use the QR code to learn more about how to get your money.



1) [FINAL Get It Back Toolkit/Materials Doc: Child Tax Credit - Google Docs](#), Center on Budget and Policy Priorities (August 2021)