

# Special Topic: Website and Social Media Messaging

## Website Messaging Examples<sup>1</sup>

*“What opportunities could you create for your child with a couple hundred extra dollars each month?*

*Most parents are eligible, and you may have already begun receiving payments of up to \$300 per child automatically through the Child Tax Credit. Ensure you are ready to make the most of this new opportunity for your child – take advantage of the information and help at the link below.*

*Click here: <link>*

## Social Media Examples<sup>2</sup>

**Facebook Post**

Need Help with the Cost of Raising Kids?



With the Child Tax Credit Parents and Caregivers can get up to \$3,600 per child.

**Twitter Post**

Did you get your **monthly checks yet?**

Parents and caregivers could get per year:

- \$3,600 per child under age 6
- \$3,000 per child ages 6-17

Learn more at [GetCTC.org](https://www.getctc.org)

**Instagram Post**



**New Child Tax Credit Available for Non-Filers**

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

# Special Topic: Direct Client Outreach Messaging<sup>1</sup>

## Direct Client Outreach Examples<sup>1</sup>

### SMS Script

#### SMS - In chronological order

<p><b>SMS 1</b></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 <a href="https://www.getctc.org">GetCTC.org</a> to find out how to get your Child Tax Credit.</p>
<p><b>SMS 2</b></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 <a href="https://www.getctc.org">GetCTC.org</a> to learn more.</p>
<p><b>SMS 3</b></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 <a href="https://www.getctc.org">GetCTC.org</a>.</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.

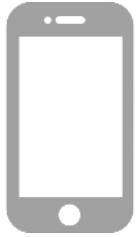
**How do I get the credit?**  
**If you haven't gotten your credit yet, you will need to send your info to the IRS.** Beware of scams. The IRS will NOT contact you by phone, email, text, or social media.

**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)

# Special Topic: Key CTC Digital Tools<sup>1</sup>



## GetCTC Simplified Filing Portal

Filing a full tax return is hard. For 2019 and 2020, the IRS has accepted “simplified returns” from those who are not required to file. GetCTC files a simplified 2020 tax return. It is shorter and easier than a standard tax return, and it provides the IRS enough information to pay CTC and all three stimulus payments.

[Get CTC](#)



## GetYourRefund Full Return

Some families need to file a full tax return. GetYourRefund is a tool that helps clients begin to file a full 2020 tax return. The online form is an intake form which will be routed to Volunteer Income Tax Assistance (VITA) sites.

[GetYourRefund \(VITA\)](#)



## IRS Child Tax Credit Update Portal

Some families need to file a full tax return. GetYourRefund is a tool that helps clients begin to file a full 2020 tax return. The online form is an intake form which will be routed to Volunteer Income Tax Assistance (VITA) sites.

[Child Tax Credit Update Portal \(IRS\)](#)

1) [Navigator Orientation](#). Code for America (August 2021)