

# A Timeline of Strategies for Maximizing the Expanded CTC & EITC

Charitable funders can help to maximize the impact of the CTC & EITC expansions for young adult workers and older workers by **developing a coordinated strategy centered on community outreach, strategic partnerships, preparing for tax time and advocacy.**

The strategies listed below are interrelated and can be supported throughout the upcoming tax season. They are listed in timeline order based on feedback from the funder and partner community.



## Through 2021

### Invest in:

- All Things Related to Communications
- Building a Solid Tax Prep Infrastructure
- Capacity Grants
- Development of Strategic Partnerships
- Free Tax Prep Services (such as VITA) to counter predatory practices
- Low Tech Apps, Programs & Software
- Provider Training

## Jan-Feb 2022

### Invest in:

- Communication
  - Raising Community & Partner Awareness
  - Story-telling
  - Targeted Messaging
- Increasing VITA Capacity
- Outreach & Enrollment
  - Case Management & Navigators
  - Identifying & Training Trusted Messengers
- Strategic Partnerships w/ Child Welfare, Cities, Community Colleges, Employers, Faith-based & Grassroots Orgs, Senior Centers, States, Youth-servicing Orgs, etc.

## Feb-Apr 2022

### Invest in:

- Communication
  - Messaging Campaigns
  - Story-sharing
- Free Tax Prep Services
- Outreach & Enrollment
  - Last-mile Efforts
  - Peer Education & Outreach
  - Trusted Messengers
- Research
  - Communication Strategies
  - Impact Studies
  - Message Testing
  - Special Populations Experiences
  - Technology

## May-Dec 2022

### Invest in:

- Preparation For the Next Tax Season
- Policy Advocacy
  - Expansion (ITIN, Permanence, States)
  - Improving the Portal
  - Reduction of Predatory Practices
  - Simplified Filing Process
- Research
  - Impact Studies
  - Technology

### HELPFUL RESOURCES

- [EITC & CTC resources page](#) (EITC FN)
- [EITC Information & Resource Page](#) (IRS)
- [Find Locations for free tax preparation](#) (IRS)
- [How to access tax credit benefits general overview](#) (NWLC)
- [Information to Share With Young Adults](#) (Young Invincibles)
- [Key messages, outreach and social media](#) (GMMB)
- [State Data- How are families using the CTC?](#) (CBPP)

For Additional Resources,  
[Visit Our ARPA Resources Page](#)

eitcfunders.org

