



CalEITC AWARENESS WEEK PARTNER TOOLKIT

We look forward to working with your organization during CalEITC Awareness Week to maximize the benefits of CalEITC for working families in the state.

Together, we will work to ensure that every eligible working household – an estimated 1.7 million families in California – claim refunds they've earned, and that more families file for the federal EITC. The economic impact of this program is profound, adding hundreds of millions of dollars to the state's economy in income, business sales, new jobs, and tax revenue.

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

- 1) Sample Social Media in English and Spanish**
- 2) Sample Media Statement**
- 3) Website Button Link to CalEITC4me.org**



For more information, or to get involved contact:

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SAMPLE SOCIAL MEDIA

Posts to use throughout CalEITC Week with Partner Logo:

- 1) Get your #EITC cash back refund this tax season. Follow @CalEITC4Me to learn how. #CalEITCWeek

SPA: Obtenga su reembolso de dinero en efectivo #EITC esta temporada de impuestos. Siga @CalEITC4Me para aprender cómo. # CalEITCWeek

- 2) Think what your family could do with your EITC cash back refund. Visit CalEITC4Me.org to find out if you are eligible. #CalEITCWeek

SPA: Piense en lo que podría hacer su familia con su reembolso en efectivo EITC. Visite CalEITC4Me.org para más información # CalEITCWeek

- 3) Join us and follow @CalEITC4Me! They will provide you with all the resources you need to claim #CalEITC on your 2017 CA tax return. #CalEITCWeek

SPA: Únete a nosotros y sigue @CalEITC4Me! Le ayudaran con todos los recursos que necesita para recibir el #CalEITC este año. #CalEITCWeek

- 4) We support @CalEITC4me to foster economic opportunity for CA's hard working families and individuals! #CalEITCWeek

SPA: ¡Apoyamos a @CalEITC4me para fomentar la oportunidad económica para las familias trabajadoras e individuos de CA! # CalEITCWeek

- 5) #CalEITC will reward those who work hard by letting them keep more of their money this tax season. Follow @CalEITC4Me to stay informed! #CalEITCWeek

SPA: #CalEITC recompensará a aquellos que trabajan duro, al mantener más de su dinero esta temporada de impuestos. Siga @CalEITC4Me # CalEITCWeek

- 6) The California Earned Income Tax Credit rewards work, and puts money back into local economies! Learn how at CalEITC4Me.org #CalEITCWeek

SPA: El EITC de California recompensa el trabajo y devuelve dinero a las economías locales. Aprenda cómo en CalEITC4Me.org # CalEITCWeek



Posts for specific days during CalEITC Week

Monday, February 12, 2018

ANNOUNCEMENT OF CALEITC WEEK

Facebook:

- We are excited to be a proud partner of CalEITC Week! Follow @CalEITC4Me to learn more about their resources to help you get back the most money this year including your EITC cash back refund! CalEITC4Me.org

SPA: ¡Estamos muy emocionados de ser un socio orgulloso de la semana CalEITC! Siga a @CalEITC4Me para aprender más acerca de sus recursos para ayudarle a obtener más dinero este año incluyendo su reembolso en efectivo de EITC! CalEITC4Me.org/es/

Twitter:

- #CalEITCWeek is here! Follow @CalEITC4Me to learn more about their resources to get you your EITC cash back refund! CalEITC4Me.org

SPA: CalEITCWeek está aquí! Siga @CalEITC4Me para más información sobre cómo obtener su reembolso en efectivo de EITC! CalEITC4Me.org





Tuesday, February 13, 2018

CALCULATOR

Facebook:

- **THREE EASY STEPS!** That's all it takes to learn if you may be getting thousands more back in your pocket this year with an EITC cash back refund. Visit CalEITC4Me.org/earn-it to find out if you may be eligible for the EITC.

SPA: ¡TRES PASOS SENCILLOS! Eso es todo lo que se necesita para saber si usted puede recibir miles más de vuelta en su bolsillo este año con un reembolso en efectivo de EITC. Visite CalEITC4Me.org/es/ganeselo/ para saber si puede ser elegible para el EITC.

Twitter:

- 3 easy steps & you will be closer to knowing if you may be getting \$1000s more back in your tax refund #CalEITCWeek CalEITC4Me.org/earn-it

SPA: 3 pasos sencillos y estará más cerca de saber si puede conseguir \$1000s más de vuelta en su bolsillo #CalEITCWeek CalEITC4Me.org/es/ganeselo/



DID YOU HEAR THE NEWS?

This tax season, self-reported income now qualifies for the Cal EITC

meaning **1.7 million families** in California will now be eligible to receive a cash back refund!



¿HAS OÍDO LAS NOTICIAS?

En esta temporada de impuestos, los ingresos autodeclarados se tendrán en cuenta para el Crédito por Ingreso del Trabajo (EITC) de California, lo cual implica que 1,7 millones de familias en California tendrán derecho a recibir una devolución monetaria!



Wednesday, February 14, 2018

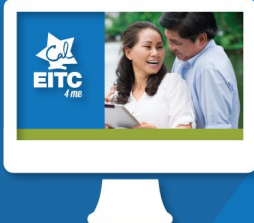
VIETNAMESE WEBPAGE

Facebook:

- @CalEITC4Me has a suite of CalEITC Vietnamese resources- our calculator and helpful materials. Visit <http://caleitc4me.org/caleitc4me-vietnamese-page/> to check it out!

Twitter:

- Tell a friend! #Vietnamese CalEITC resources including calculator & printable materials are available at <http://caleitc4me.org/caleitc4me-vietnamese-page/>
#CalEITCWeek



Quý vị có hội đủ điều kiện hay không?

**THE NEW CALEITC4ME
VIETNAMESE SITE
IS NOW AVAILABLE!**

[Click Here](#)



**¡YA SE ENCUENTRA
DISPONIBLE EL NUEVO
SITIO VIETNAMITA
CALEITC4ME!**

[HAGA CLIC AQUÍ](#)



Thursday, February 15, 2018

FREE TAX PREP FINDER

Facebook:

- If you made \$54,000 or less in 2017, you can get your taxes filed for free! Find a location near you with @CalEITC4Me's Free Tax Prep Finder! CalEITC4Me.org/get-it

SPA: ¡Si usted gana \$54,000 o menos en el 2017, usted puede declarar sus impuestos gratuitamente! ¡Encuentre una ubicación cercana a usted con el Buscador de Preparador de Impuestos de @CalEITC4Me CalEITC4Me.org/es/recibalo/

Twitter:

- Made \$54k or less in 2017? File your taxes for #free! Find a site near you with Free Tax Prep Finder CalEITC4Me.org/get-it #CalEITCWeek

SPA: Gano \$54k o menos en 2017? Declare sus impuestos #gratuitamente! Encuentre un sitio cerca de usted en CalEITC4Me.org/es/recibalo/ #CalEITCWeek

#CALEITCWeek

FIND A FREE TAX PREP SITE NEAR YOU TO FILE YOUR TAXES FOR FREE!

TEXT EITC TO (760) 970-8396 TO FIND OUT HOW MUCH EITC MONEY YOU COULD GET BACK!
Message & Data Rates May Apply

AVAILABLE AT: CALEITC4ME.ORG/GET-IT/

SEMANA DE CALEITC

¡ENCUENTRE UN SITIO DE PREPARACIÓN DE IMPUESTOS GRATUITO CERCA DE USTED PARA DECLARAR SUS IMPUESTOS GRATIS!

¡MANDE UN TEXTO CON EITC AL (760) 970-8396 PARA VER CUANTO DINERO DE EITC USTED PODRÍA RECIBIR!
Pueden Aplicarse Tarifas de Datos y Mensajes

DISPONIBLE EN: CALEITC4ME.ORG/ES/RECIBALO/



Friday, February 16, 2018

HELPFUL MATERIALS

Facebook:

- What is the CalEITC? Are you eligible? How do you get it? Check out @CalEITC4Me's collection of downloadable helpful materials to get you on your way to an EITC cash back refund! CalEITC4Me.org/helpful-materials

SPA: ¿Qué es el CalEITC? ¿Eres elegible? ¿Cómo se consigue? Eche un vistazo a la colección de materiales útiles descargables de @CalEITC4Me para que pueda acceder a un reembolso en efectivo de EITC.
CalEITC4Me.org/es/materiales-utiles/

Twitter:

- What is the CalEITC? Are you eligible? How do you get it? Check out @CalEITC4ME's helpful materials! #CalEITCWeek
CalEITC4Me.org/helpful-materials

SPA: Qué es CalEITC? Eres elegible? Cómo se consigue? Eche un vistazo a los materiales útiles de @CalEITC4Me # CalEITCWeek
CalEITC4Me.org/es/materiales-utiles/

This advertisement features a computer monitor on the left displaying the 'Helpful Materials' webpage. To the right, a blue banner reads '#CALEITC WEEK'. Below the banner, the text says 'HELPFUL MATERIALS FOR TAXES AVAILABLE AT CALEITC4ME.ORG'. Further down, it says 'TEXT EITC TO (760) 970-8396 TO FIND OUT HOW MUCH EITC MONEY YOU COULD GET BACK!' with a small note 'Message & Data Rates May Apply'. At the bottom, it says 'AVAILABLE AT: CALEITC4ME.ORG/HELPFUL-MATERIALS/'. The Cal EITC 4 me logo is in the bottom left corner.

This advertisement features a computer monitor on the left displaying the 'Materiales Útiles' webpage. To the right, a blue banner reads 'SEMANA DE CALEITC'. Below the banner, the text says 'MATERIALES ÚTILES PARA IMPUESTOS DISPONIBLES EN CALEITC4ME.ORG/ES/'. Further down, it says '¡MANDE UN TEXTO CON EITC AL (760) 970-8396 PARA VER CUANTO DINERO DE EITC USTED PODRÍA RECIBIR!' with a small note 'Pueden Aplicarse Tarifas de Datos y Mensajes'. At the bottom, it says 'DISPONIBLE EN: CALEITC4ME.ORG/ES/MATERIALES-UTILES/'. The Cal EITC 4 me logo is in the bottom left corner.



Sample Media Statement

For Immediate Release

Contact: XXX

(XXX) Applauds Gov. Brown for proclaiming California Earned Income Tax Credit (CalEITC) Awareness Week

(City) – (Organization/Name) is partnering with CalEITC4me, and the Office of Governor Jerry Brown to help spread awareness of the California Earned Income Tax Credit (CalEITC) and help millions of California working families receive hundreds of millions in cash-back refunds.

Together, the impact of state and federal is profound. In its first year, CalEITC cash-back refunds to low- income working Californians totaled nearly \$200 million. However, getting the word out is very important because nearly \$2 billion of unclaimed federal EITC is left on the table by eligible working Californians each year.

To ensure that everyone eligible claims their EITC, CalEITC4me has created a multi- lingual website that provides eligibility information, resources, tool kits, fact sheets, videos, social media and other user-friendly resources. CalEITC4me.org makes it easy for filers to see if they qualify, how much money they can earn, and where they can file for free in their neighborhood. CalEITC4me has also launched a texting campaign so filers can text the word “EITC” to (760) 970-8396 to see how much EITC money they can receive.

Californians must file their taxes by April 17 to qualify for the California Earned Income Tax Credit.

ABOUT CalEITC4Me.org

CalEITC4Me is statewide outreach and education campaign to spread awareness of the state and federal Earned Income Tax Credit and put more money into the hands of hard-working Californians.

CalEITC4ME, an initiative of Golden State Opportunity, is a one-stop, multilingual online hub of information and interactive resources. To learn more about CalEITC4Me, visit CalEITC4Me.org. To learn more about Golden State Opportunity, the organization focused on creating economic security for everyone, visit goldenstateopportunity.org

[@CalEITC4Me](https://www.facebook.com/CalEITC4Me)

[Facebook.com/CalEITC4Me](https://www.facebook.com/CalEITC4Me)





WEBSITE BUTTON TO LINK TO CALEITC4ME.ORG

Put one of our CalEITC buttons on your website to link to us!

Choose a size: [93x69](#) or [234x60](#)



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