



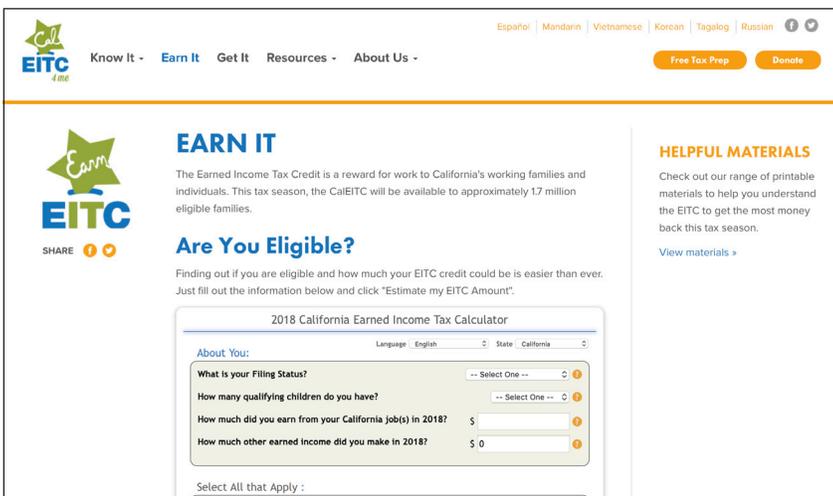
# 2019 CAEITC4ME.ORG TOOLKIT: Final Tax Season Push

[CLICK HERE TO DOWNLOAD  
TOOLKIT ASSETS](#)

Dear Partners,

Thank you for helping us spread the word about the California Earned Income Tax Credit (Cal EITC) as we make a final push before Tax Day on April 15. While the Cal EITC can be claimed throughout much of the year, there is the greatest level of attention on taxes during this time. We've created a toolkit with materials to help your organization join our final tax season push!

We have a calculator tool on our website that allows people to determine their eligibility and estimate their refund.



Link to:  
[www.CalEITC4Me.org/earn-it](http://www.CalEITC4Me.org/earn-it)

Workers who qualify for the Cal EITC are also likely eligible for CalFresh food assistance and other public benefits. As you will see in the materials available for download, some of our flyers contain information on eligibility for these other programs, as well as entry points to access them. We encourage you share this information with young people as well.

To help us get the word out, we've created images for you to use in your social media. Please tag us in your posts @CalEITC4Me on Facebook, Twitter and Instagram.

Also, feel free to use the following hashtags to help give your posts greater visibility:

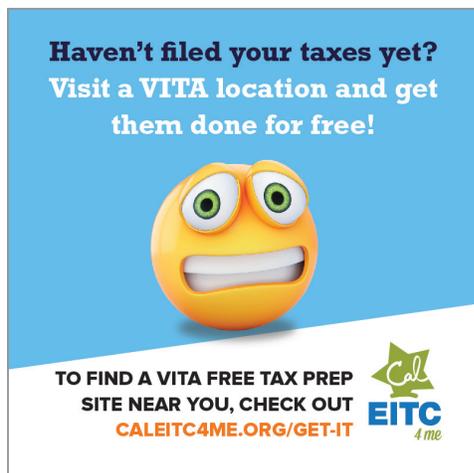
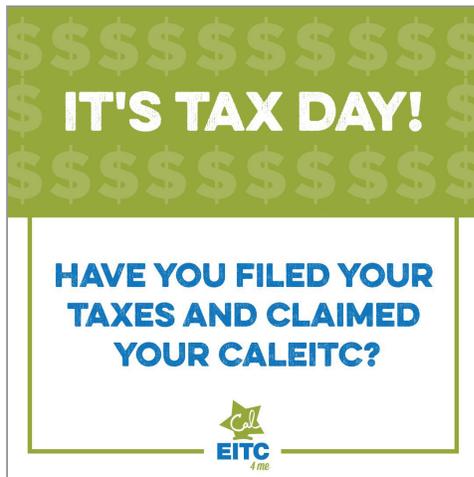
#CalEITC #EITC  
#EndPoverty #TaxRefund  
#TaxSeason



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## Sample social media graphics:





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## Sample email blast:

Dear [First Name or Friend],

April 15 is just around the corner, and tax season is almost over. We're reaching out to help spread the word about the California Earned Income Tax Credit (Cal EITC), which puts hundreds or even thousands of dollars back in the pockets of working Californians.

In order to get this credit, people must file a tax return. Many of those who are eligible may not be planning to file at all because their income doesn't require them to. Individuals who made less than \$16,750 qualify. For workers with children qualify if they made less than \$24,950.

Please share this important news with your family, friends and loved ones. Make sure to let them know that they can still claim the credit even if they've already filed their taxes, and the Cal EITC can be claimed for most of the year. But why wait?

For more information, and to find free tax prep services nearby, visit [CalEITC4Me.org](https://caleitc4me.org) or text 'EITC' to 555-888.

## Sample social media posts:

There's still time to file before #TaxDay, but don't wait! Find FREE tax prep services and see if you qualify for the #CalEITC cash back refund: <https://caleitc4me.org/>

It's not too late! Find a free tax prep location near you, and make sure to ask if you're eligible for California's Earned Income Tax Credit #CalEITC @CalEITC4Me [caleitc4me.org/get-it/](https://caleitc4me.org/get-it/)

#TaxDay is just around the corner, but did you know that the #CalEITC cashback refund can be claimed throughout most of the year? Even if you've already filed, you can still claim the credit by amending your return. Click here for more info: <https://caleitc4me.org/earn-it/>

We hope you will take advantage of the tools presented here. And as always, if you ever have any questions, comments, or ideas, please don't hesitate to reach out.

For more information, or to get involved contact:

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