

EITC Awareness Day Toolkit

For more than 20 years, the National League of Cities (NLC) Economic Opportunity and Financial Empowerment team has worked with local leaders to implement Earned Income Tax Credit (EITC) outreach campaigns.

These campaigns have helped raise awareness of the tax credit and increase the participation of low — and moderate-income residents. As this work has grown, we've helped cities develop new partners with existing local [Volunteer Income Tax Assistance \(VITA\) programs](#) to help residents access this critical tax credit through a trusted source.

These collective efforts bring about \$57 billion in federal dollars back to local economies every year.ⁱ In 2025, qualifying families with three or more children could receive \$7,830.ⁱⁱ

We can help you advance your work in this space through NLC's [Economic Mobility Peer Network](#).

On **Friday, January 31, 2025**, we will celebrate the 19th annual [EITC Awareness Day](#) and 50th anniversary of the EITC. This day is an effort by the IRS to encourage local governments, community organizations, and other stakeholders to bring attention to the EITC and opportunities for free tax filing services through VITA and in targeted states via [IRS Direct File](#).

This toolkit has been created to help you celebrate the day, connect with VITA partners, and raise the visibility of this important tax credit for your residents. It includes a [template press release](#), a [sample email to partners](#), a [city proclamation template](#), and [sample social media posts](#) that you can tailor to meet your needs.

In January, we will publish a blog post on NLC's [CitiesSpeak](#) blog, noting EITC Awareness Day and tax season opportunities for local leaders. Once published, we will share the link to the post on our social media channels and would appreciate you promoting it on your social media accounts. If you are unaware of your local EITC and VITA providers, please contact [your IRS Territory Manager](#) to help get connected.

Finally, to help us understand what cities, towns, and villages do to celebrate this important day, [send us a copy of your completed press release or proclamation and links to any local stories it generates](#).

If you have any questions or require a Word version of this toolkit, email your request to eofo@nlc.org, and we'd be happy to help.

Thank you,

Patrick Hain
Program Director
Economic Opportunity and Financial Empowerment
National League of Cities

EITC Awareness Day Draft Press Release

For Immediate Release

January 31, 2025

Local Contact: Local Contact Name, Contact@email.gov, Phone Number

[City/Town/Village] of [Name] Joins Forces with [Partners] in Spotighting the Earned Income Tax Credit for [City/Town/Village Name] Residents

[LOCATION BYLINE] The **[City/Town/Village]** of **[Name]** is joining others across the nation in proclaiming January 31, 2025, EITC Awareness Day. EITC Awareness Day is a nationwide effort to bring awareness to one of the most important tax credits available to working families and individuals. With strong bipartisan support since its inception in the mid-70s, it has grown to become one of the largest anti-poverty tools in the U.S. Unfortunately, nearly one in five people eligible for the EITC do not claim it. We are joining with our community partners to ensure that people know how vital the EITC can be to their families.

[INSERT QUOTE FROM MAYOR]

[INSERT INFORMATION ON VITA PARTNER(S) AND DETAILS OF PARTNER EITC AWARENESS DAY INITIATIVE]

[INSERT QUOTE FROM PARTNER ORGANIZATION SPOKESPERSON]

The Earned Income Tax Credit is crucial to the financial security of our community. Depending on the number of children in their family and their income level, individual residents can see refunds as high as \$7,830.

Those interested in joining **[INSERT ORGANIZATION NAME]**'s EITC Awareness Day initiative can visit **[INSERT SPECIFIC EITC AWARENESS DAY LANDING PAGE ADDRESS IF AVAILABLE]**. You can also join the conversation today by using the hashtag **#EITC** or **#EITCAwarenessDay**, and make sure that people in the community know about this important tax credit.

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ABOUT THE NATIONAL LEAGUE OF CITIES

The [National League of Cities](#) (NLC) is the voice of America's cities, towns, and villages, representing more than 200 million people. NLC works to strengthen local leadership, influence federal policy and drive innovative solutions. Stay connected with NLC on [Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#).

EITC Awareness Day Draft Partner Email

Dear _____,

Earned Income Tax Credit ([EITC Awareness Day](#)) is Friday, January 31, 2025. This day offers an opportunity to promote a much-needed tax credit that helps many families in our community improve their financial stability.

The EITC provided 23 million eligible workers and families nationwide with about \$57 billion. These dollars are a significant injection of resources for families and are very important to the sustainability of their yearly finances. The IRS has found that one in five eligible people do not claim the EITC, so I am reaching out. I am asking if you have already planned activities for EITC Awareness Day and if my staff and I can help raise the visibility of the event and the tax credit for our residents by being a part of it.

I believe that together, we can help raise the visibility of the EITC and the events of this day by [\[Municipal plans or general ideas on how to spread EITC Awareness — i.e., joint news conference; joint press release; social media push, etc.\]](#)

Beyond the EITC Awareness Day itself, if there's anything I can do to help your organization through the tax season, please let me know, including [\[Municipal hold music listing where residents should go for VITA services, Public Service Announcement \(PSA\) that could note VITA and where residents should go, etc.\]](#)

The EITC is a vital tool for our residents, and your organization could be a crucial partner in our effort to spread awareness of this tax credit and aid people in claiming it. I am dedicated to ensuring families get the tax credits they deserve, and this partnership will be vital to ensuring the success of EITC Awareness Day and the upcoming tax season. More importantly, it will boost income for residents within our community who need it most.

[\[Mayor's NAME\]](#)

[\[City/Town/Village of Name\]](#)

EITC Awareness Day Draft City Proclamation

WHEREAS, since its enactment 50 years ago in 1975, the Earned Income Tax Credit has lifted millions of families above the poverty line and has had a high participation rate relative to the other programs targeted at low-income Americans; and

WHEREAS, working [City/Town/Village NAME] families may be missing out on a federal refund of up to \$7,830 for a family with three children because they are not aware of the Earned Income Tax Credit; and

WHEREAS, new parents, grandparents raising grandchildren, and foster parents may not realize they qualify; and

WHEREAS, employers, at no additional cost to themselves, can increase the take-home pay of their employees by making sure their employees are aware of the EITC; and

WHEREAS, in 2023, about 23 million eligible workers and families received more than \$57 billion in Earned Income Tax Credit; and

WHEREAS, these dollars are being spent within the local economy and are additional investments in our business community; and

WHEREAS, EITC Awareness Day was established as a day celebrating the EITC on the last Friday in January; and

WHEREAS, the IRS works with national partners, community-based coalitions, and thousands of local partners and governments that provide free tax help, otherwise known as Volunteer Income Tax Assistance (VITA), and education about EITC; and

WHEREAS, EITC Awareness Day is a day where cities, businesses, and residents work together to spread awareness of the tax credit and help build a stronger economic community.

NOW, THEREFORE Be It Resolved that I, [Insert Name], Mayor of the City/Town/Village of [NAME], do hereby proclaim January 31, 2025, as EITC Awareness Day in the [City/Town/Village] of [NAME], and encourage all residents to join in raising awareness of this critical tax credit.

[NAME]
MAYOR
[City/Town/Village] of [NAME]

EITC Awareness Day Sample Social Media Posts

Use the sample social media posts below to highlight EITC's impact and boost awareness of this important tax credit! Be sure to include #EITCAwarenessDay and #EITC in your posts before and on January 31, and follow NLC on [X](#), [Facebook](#), and [LinkedIn](#). Share a link to your post so we can 'like' and share accordingly.

TWITTER

- Join us on #EITCAwarenessDay to help remind working families in our communities who are eligible to apply for the Earned Income Tax Credit this tax season. More details here: <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/use-the-eitc-assistant> [add VITA partner X handles]
- On #EITCAwarenessDay, help us put money in the pockets of the residents of [Insert City/Town/Village name here] who are potentially eligible for a big financial return. [add VITA and social service providers' X handles]
- #EITCAwarenessDay: Here's how to get Free Tax Help and claim the #EITC <https://www.irs.gov/individuals/free-tax-return-preparation-for-qualifying-taxpayers>
- [Insert VITA partner handles] is helping our residents access the EITC, which can provide up to \$7,830 to eligible families with children. #EITCAwarenessDay <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit>
- Big thank you to VITA groups in our community and their volunteers for making sure that our residents gain access to the EITC. Consider contacting them to learn how to get the credit from these IRS-certified volunteers. #EITCAwarenessDay [add VITA partner X handles]
- Did you know that last year, the VITA partners in [insert City/Town/Village name here] helped [insert number of clients they served in 2024] receive [insert dollar amount]? Reach out to them to see if you qualify for the EITC! #EITCAwarenessDay [add VITA partner X handles]

FACEBOOK

- Have you heard of the Earned Income Tax Credit? If not, you could be missing out on thousands of dollars! Save the money that YOU earned by taking advantage of the #EITC. Learn more #EITCAwarenessDay: <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit>
- Did you know that [insert partner names] are working to ensure our city's residents gain access to the EITC? If you haven't visited them, you might be missing out on hundreds or even thousands of dollars! #EITCAwarenessDay

ⁱ Internal Revenue Service. (2024, December 5). EITC Reports and Statistics. Retrieved from <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/eitc-reports-and-statistics>

ⁱⁱ Internal Revenue Service. (2024, December 9). Earned Income and Earned Income Tax Credit (EITC) Tables. Retrieved from <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/earned-income-and-earned-income-tax-credit-eitc-tables#eitctables>