



ITIN AND TAX CREDITS PROMOTION TOOLKIT

Thank you for joining PIF, CLASP, UnidosUS, and NILC in promoting the benefits of income tax filing with your community. Many hard working families do not file tax returns because they are low-income and undocumented. Without an Individual Tax Identification Number (ITIN), they are ineligible for any tax benefits that members of their families with Social Security Numbers may be able to receive. This results in hundreds of thousands of families not receiving benefits such as the Child Tax Credit and State Tax Credits, nor qualifying for pandemic relief payments. Without these supports, immigrant families are less economically stable.

Trusted community-based organizations can promote income tax filing and support immigrants in navigating the process of applying for an ITIN and filing tax returns. The materials below can support your outreach to build the economic stability of your community.

OUTREACH FOR IMMIGRANT COMMUNITIES

In-person outreach from trusted community members is invaluable; messages shared from trusted community sources over social media, text, and more can reinforce key themes and motivate individuals to take action.

- [Fliers](#) for in-person or digital dissemination (English, Spanish)
 - In two designs: personalize these with your organization's logo and contact information.
 - Add in local navigation information so that readers can know where to go when they're ready to take the next step.
- [Social media messages and images](#) (English, Spanish)
 - Spread promotional messages through Twitter, Facebook, Instagram, or WhatsApp: personalize these with your organization's logo, colors, and more
 - Match images and messages with your community's interests
 - Use [.gifs and animations](#) to draw more attention to posts
- [PSA Script](#) (English, Spanish)
 - Local media (radio and TV) can help you promote the benefits of getting an ITIN and filing tax returns. Customize your message to best reach the station's audience.

CRITICAL INFORMATION FOR OUTREACH WORKERS

Make sure you are equipped to answer questions and help your community navigate complex tax-related considerations.

ITIN APPLICATIONS

- [ITIN Fact Sheet](#): comprehensive overview of the ITIN application process, with helpful links (UnidosUS, NILC, and CLASP)
- [ITIN Application Guide](#): detailed and accessible information about ITIN applications (TheDream.us)
- [ITIN Application Acceptance Agents](#) (scroll down to see listings by state) (IRS)
- [How Do You File Taxes With An ITIN?](#): full of information about ITIN applications (CBPP)

EARNED INCOME TAX CREDITS

- [What is the Earned Income Tax Credit?](#) Provides clear, accessible information about the EITC (CBPP)
- [Tax Credit Outreach Materials](#): collection of outreach tools and materials, as well as helpful background information about EITC and the CTC (CBPP)
 - ["Get It Back" Outreach toolkit. includes Spanish-language outreach materials](#)

CHILD TAX CREDITS

- [What is the Child Tax Credit?](#) Provides clear, accessible information about the CTC (CBPP)

PUBLIC CHARGE

- [The 1,2,3s of Public Charge](#) provides an overview of public charge, including that Child Tax Credits are not considered in a public charge determination Available in 9 languages. (PIF)
- [Does Public Charge Apply to Me?](#) Clarifies who is subject to a public charge determination, and shares that EITC and CTC are not considered. Available in 9 languages. (PIF)