

Taxes 101 – Tax Time Thursday with Community Change

Outreach Reference Guide

Presented by the Center on Budget and Policy Priorities' Get It Back Campaign

Presenter Contact Information

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Community Change/Action Child Tax Credit Organizing Lab 2021

Peer to Peer texting

- Community Change used digital ads on Facebook/Instagram and FreshEBT (Providers)
 - People opted in to receive information on tax credits

Invite these people to organize

- Results from the digital ad campaigns shown below
 - Lab Partner Ads on Facebook/Instagram
 - 909,446 impressions
 - 997 new leads (monthly)
 - 15.35% conversion rate
 - \$18.64 cost per acquisition
 - Lab Partner Ads on FreshEBT
 - 500,575 impressions
 - 3,462 new leads
 - 45% conversion rate
 - \$2.46 cost per acquisition
 - Peer-to-peer texting is when you get a list of phone numbers, upload them into a peer-to-peer texting platform, and have base of volunteers send messages to list of people
 - Total leads: over 30,000 texts sent
 - 4,692 conversations
 - Used the app “**Impactive**” to individually text people from their opt-in list
 - Have helped them develop the tool to do more than friend-to-friend texting
 - Texted about the Child Tax Credit, how to claim, and how to organize with Community Change
 - Pricing also varies for sending messages depending on texting vendors
 - Some you pay per each text sent
 - Some you pay in total and get a certain amount of available messages

Peer-to-Peer Messaging Script

- Conversation is important. We want to make sure that people know that they are talking to real individuals.
- Initial Message is Key
 - “Hi [name], this is [user name] with Community Change Action. Biden and the Democrats are giving parents up to 3,600 per child, we want to make sure you collect your \$! Do you know about Child Tax Credit? Stop2optout”
- Follow up Responses
 - Yes, I know about the Child Tax Credit:
 - Great, if you file your taxes then you should receive the \$, if you don't file taxes that's OK too, you can still get the \$! Check out this link for info: <https://www.getctc.org/ccar0>
 - No, what is the Child Tax Credit:
 - The Child Tax Credit is tax relief for parents raising kids. If you have children up to 5 years old, you can get \$3,600 per child and 6-17 years old \$3,000 per child. Plus, you don't need to have an income to qualify! Check out this link for info: <https://www.getctc.org/ccar0>
 - I don't file taxes:
 - You don't need to file taxes to receive the \$. But you do need to fill out a government form so you can receive the \$. Complete this link to get your CTC \$: <https://www.getctc.org/ccar0>
 - Advance Payments:
 - Currently, the IRS is sending advance payments of the child tax credit. This means that you will get a portion of the total tax credit every month. The next check you should receive will be on [date].
 - Wed Call:
 - This Wednesday at 7:30 PM ET our team will discuss Child Tax Credit and ways you can help us organize. We'd love to introduce you to our team of people like you across the country. Sign up here: <https://www.getctc.org/ccar0>
 - Share with people you know
 - Can you share this link with 5 people you know?
<https://www.getctc.org/ccar0> We want to make sure everyone can receive this \$ for their kids.
 - Is this a scam?
 - I understand you might be cautious about scams, there are lot out there today. I volunteer with Community Change Action; you can find more info about us here: <https://communitychangeaction.org/taxcredits/> We want to make sure parents get their \$ for their kids.

Q&A

- **Were these paid advertisements? If so, how much of it?**
 - All the ads put onto social media are paid advertisements.
 - Not sure of the total cost, but the cost per acquisition is above.
- **Can you share what FreshEBT is?**
 - It is an app that people who are trying to access SNAP can use to see how much money they have available to them and where they can use it.
 - FreshEBT was recently renamed to Providers, so you may hear either name used for it.
- **Were the ads on FreshEBT specifically for DC?**
 - No, the FreshEBT ads were all over the country. We had some specific states we were targeting, but they were open across the country.
- **What system did you use to send these mass text messages to people?**
 - We used impactive. I wouldn't call these mass texts because we send these texts individually.
- **Did you only send texts in English?**
 - So far, we only sent messages in English. We haven't tested out Spanish language messaging yet.
- **How did you get the phone numbers? Is there a certain source list they came from? Or did the volunteers text individuals they knew?**
 - When we ran the ads, the ads themselves led them to a landing page where people could insert their information.
 - Yes, volunteers sent these messages to people they knew as well. They had around 800 conversations.
- **Why experiment with Peer-to-peer?**
 - CBPP has tried blast messages and those were extremely expensive. The conversion rate ended up being around 10-15 dollars per conversion.
 - Big service providers like AT&T and Verizon are also implementing a new screening method which targets links from unknown callers and texters. Opening up with a conversation is more effective.
- **Are you doing anything now for the EITC?**
 - Community Change isn't doing anything specific for the EITC currently.
- **How do you target FB/Insta ads? Are there particular demographics or other factors to who receives the ads?**
 - My understanding is that you can target specific demographics. You can no longer target specific income brackets in the way that you used to be. You can run Facebook ads in the lowest income zip codes.
 - It is hard to get people to act through digital ads; right now, because you must do a full tax return to get your Child Tax Credit and other tax benefits, it will be costly if you are trying to target people in this method. It might be worth waiting to do it after tax season when a more simplified form of filing is available.

Info and Strategies from Participants

Outreach to housing authorities:

- We were able to get some grant funding from our state housing authority to hire a coordinator to do outreach to weave in both the emergency medical assistance program funds as well as advanced Child Tax Credit and other tax credit awareness. We are having our coordinator make appearances at VITA sites promoting rental assistance... we are seeing it's the same audience.
- The national Coalition to End Homelessness noted that if you consider the maximum benefit of Child Tax Credit and stimulus checks and the EITC, it could be upwards of \$10,000 – \$20,000.
- People can have their full refund on deposit for up to 12 months without having it affect any benefits that have an asset limit.

Pandemic relief programs:

If you can connect with organizations in your area that are administering pandemic relief programs, that is a great way to connect with those neighbors. Also, through workforce solutions, there is help for service industry workers where they can get help for childcare.