

Stimulus Payments Outreach Part II: Hard-to-Reach-Populations

04.22.21

Center on Budget and Policy Priorities

Center on Budget and Policy Priorities

Nonpartisan research and policy institute

We pursue federal and state policies designed both to reduce poverty and inequality in equitable and effective ways.

www.cbpp.org

Get It Back Campaign

National effort to connect eligible workers to tax benefits

Promote the Earned Income Tax Credit, the Child Tax Credit, free tax preparation, and other tax benefits

Work with a network of diverse partners

www.eitcoutreach.org

Today

Third Stimulus Checks & Outreach Timeline

Communities for Outreach

Child Tax Credit Portal and Advance Payments

2021 Stimulus Checks Toolkit

How to Help People Get Payments - Code for America

On the Ground Outreach - Tax Help Colorado

Q&A

Closing

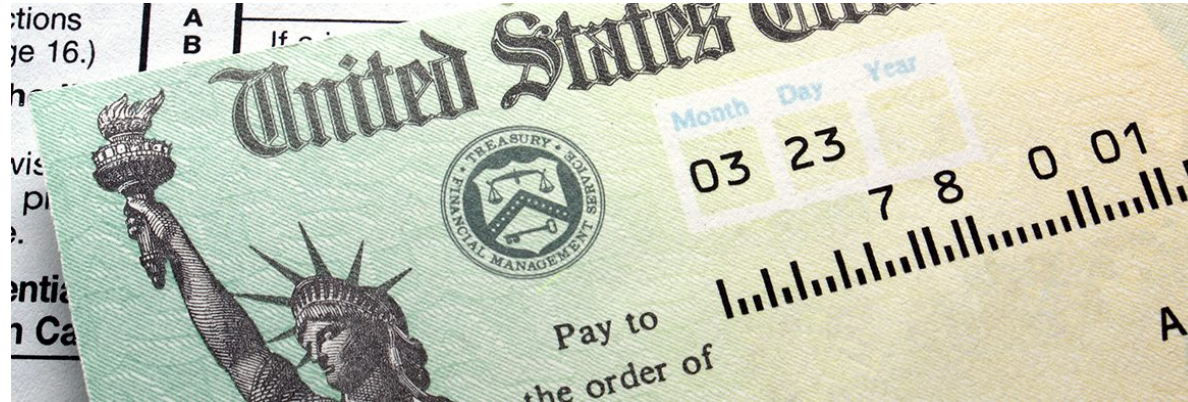
Check-in Questions

Go to the chat box and select “all panelists and participants” to answer the following questions:

1) Where are you joining from?

2) What’s one thing you’ve done (or going to do) for EIP outreach?

Why is Stimulus Check Outreach Needed Now?



- About 8 million eligible families still haven't received the first stimulus check, according to the U.S. Treasury (January 2021)
- People can now qualify for three rounds of payments even if they do not have income:

First stimulus:	\$1,200
Second stimulus:	\$ 600
Third stimulus:	<u>+ \$1,400</u>
	\$3,200

- You must file a tax return to get the payments



What's Different about Eligibility for the Third Stimulus Checks?

- Expanded Taxpayer Identification Number requirements allow more families with immigrants to qualify
 - 2.2 million children who were previously left out of payments are now eligible
- All dependents, regardless of age, qualify for an additional payment of \$1,400





What's Different about Eligibility for the Third Stimulus Checks?

	First and Second Stimulus Check	Third Stimulus Check
Non-Military Family	<p>If one spouse doesn't have an SSN, the spouse with an SSN and qualifying children with an SSN or ATIN can get the stimulus.</p> <p>Children (under 17) can only get the stimulus if at least one parent has an SSN.</p>	<p>Any family member or dependent with an SSN or ATIN can get the stimulus. Dependents (any age) with SSNs or ATINs still qualify for the stimulus even if their parents don't have SSNs.</p>
Military Family	<p>If one spouse doesn't have an SSN, both spouses can receive the stimulus (including the spouse without an SSN). Qualifying children (under 17) with an SSN or ATIN can also get the stimulus.</p>	<p>If one spouse doesn't have an SSN, both spouses can receive the stimulus (including the spouse without an SSN). Dependents (any age) with an SSN or ATIN also qualify for the stimulus.</p>

Harder-to-Reach-Populations

Who

- People with very low-incomes
- Families with immigrants
- Families that include older dependents
- People who lack secure housing
- People who are incarcerated
- People without internet access
- BIPOC (Black, Indigenous, & People of color)
- Adults not raising children in the home

Why

- Not normally required to file a tax return
- Didn't submit information to the Non-Filer tool
- Don't know that they are eligible
- Missing information such as SSNs and mailing addresses
- Recently moved or incorrect bank account information
- Lack of knowledge of free resources to file taxes

Phases of Outreach



Phase 1: Now — May 17, 2021

- Encourage people to file a tax return to:
 - Get the third stimulus check
 - Claim the first and second stimulus checks as Recovery Rebate Credit
 - Claim other tax credits if they qualify
 - Some may be able to receive advance CTC payments this year

Phases of Outreach

Phase 2: May — Oct 15, 2021

- Continue to encourage people to file a tax return
 - Not too late to file
 - No penalties if don't owe taxes



Phases of Outreach

Free Tax Filing (VITA)



Due to COVID-19, you may qualify for two stimulus checks worth \$1,200 and \$600. If you haven't receive your stimulus checks, you may be able to claim the payments as the Recovery Rebate Tax Credit on your tax return filed in 2021 for Tax Year 2020.

Taxes may seem difficult but choosing a way to file doesn't have to be. Paying for tax preparation can be expensive, costing \$50 to \$500. That fee drains money from your tax refund. Luckily, there are several free tax filing options available, both in-person and online.

www.eitcoutreach.org/tax-filing/free-tax-filing-vita/

Phase 3: Dec 2021 — April 15, 2022

- Encourage people to file a tax return to claim:
 - 3rd stimulus check as the Recovery Rebate Credit
 - Expanded CTC and CDTTC
 - Expanded EITC (more people will be eligible, including those who haven't filed taxes before)

Child Tax Credit Advance Payments





The CTC Portal & Advance Payments

What We Know

- The IRS will issue half of the expanded CTC as periodic advance payments July-Dec 2021
- People must file a 2021 tax return in 2022 to get the remaining credit.
- The portal allow people to update:
 - Marital status, income, and number of children
- People can also use the portal to opt-out of advance payments

What We Don't Know

- Frequency of advance payments
- Method for payment distribution and the ability to make changes to it
- How eligibility for advance payments will be assessed
- Additional features of the portal

How to Reach Hard-to-Reach Populations

- Distribute informational mailers or flyers
- Disseminate text, phone, and email blasts
- Post on social media
- Run PSAs
- Provide on-the-ground support by setting up tax prep clinics in public places
- Advertise in local newspapers and radio stations
- Use multilingual outreach materials

Toolkit for Stimulus Check Outreach to Immigrant Families



eitcoutreach.org/coronavirus

Not just for reaching immigrants!

Toolkit for Stimulus Check Outreach to Immigrant Families

- Media guide
- Talking points for media
- Press release template
- Sample media pitch
- Sample radio PSA script
- Sample flyer – customizable and in 6 languages (English, Spanish, Chinese, Arabic, Vietnamese, French)
- Social media graphics – customizable, sized for Twitter/Facebook/Instagram and in 6 languages
- Social media language
- Sample text message
- Sample email



**You may
be eligible
for up to 3
stimulus checks.**

Filing taxes could help you claim them – and other refunds, like the recently expanded Child Tax Credit.

If anyone in your household has a Social Security Number (SSN), file taxes **by May 17** to get your money.

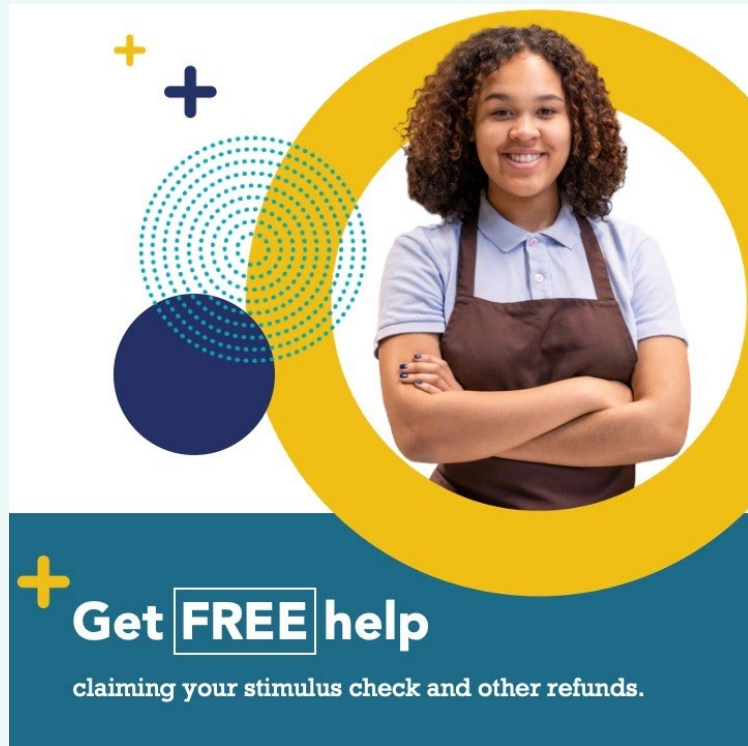
Free tax assistance is available.



Key Messages for Individuals

- You may be eligible for up to 3 stimulus checks worth \$3200
- Filing taxes could help you claim them - and other refunds - like the recently expanded Child Tax Credit
- If **anyone** in your household has a Social Security Number (SSN), file taxes by May 17 to get your money
- This will NOT have immigration related consequences (Public Charge Rule)
- Here's how you can take action

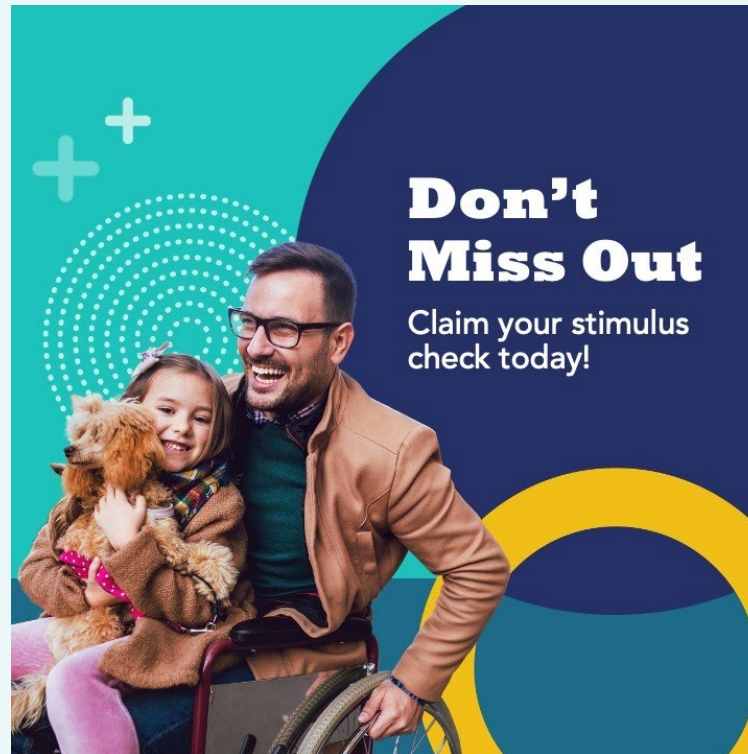
Sample Social Media



+ **+**

+ Get **FREE** help

claiming your stimulus check and other refunds.



+ **+**

Don't Miss Out

Claim your stimulus check today!



+ **+**

Does someone in your household have a Social Security Number?

Your family may be eligible for a stimulus check and other refunds.

Reach Out to Local Media

- One of the best ways to complement your direct outreach efforts around the availability of stimulus checks for families with immigrants is to also conduct media outreach to secure coverage of the issue in local newspapers, radio, or TV.
- Media guide, talking points for media, press release template, sample media pitch, sample radio PSA script

Key Messages for Media

- More [your state or locality] residents are now eligible for COVID-19 stimulus checks.
- Stimulus checks help keep money flowing through our community.
- [Your state or locality] residents don't need a Social Security Number (SSN) to claim their household's stimulus check and other refunds.
- Filing taxes will not affect an individual's immigration status.
- Free tax assistance is available to help [your state or locality] residents claim their stimulus check and other refunds.

2021 Outreach Materials Hub

MATERIALS: [2021 Stimulus Outreach Toolkit](#)

FAQs: [First Stimulus Checks](#)

[Second Stimulus Checks](#)

[Third Stimulus Checks](#)

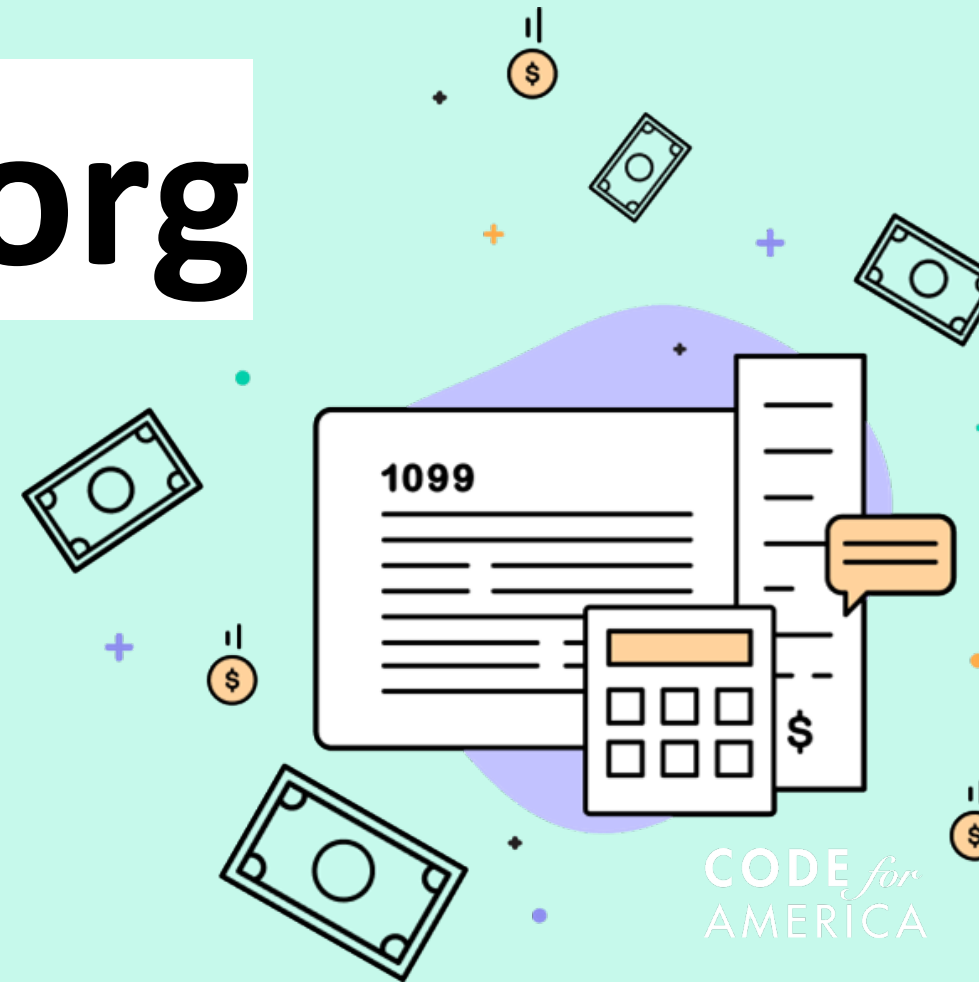
[Recovery Rebate Credit](#)

[Newly Expanded Child Tax Credit](#)

[Filing Taxes with an ITIN](#)

GetYourRefund.org

4/22/21





Code for America is a nonprofit organization that partners with government to strengthen the delivery of public services through human-centered technology.

**Families need flexible cash to
get ahead.**

“We got a refund. It was close to \$9,000. We have been wanting to start our own business and we’ve slowly been doing it for the past year so that’s what we’re going to use it for. Our business, and growing our business.”



Why don't eligible people file?

- They don't think they have to file their taxes.
- Emotional hardship interrupted their life.
- They are overwhelmed by trying to understand the ambiguous (and often negative) consequences of filing.
- Trustworthy, affordable help is hard to find.
- Help isn't available where they are, when they need it.

Outreach alone is not enough to overcome these challenges

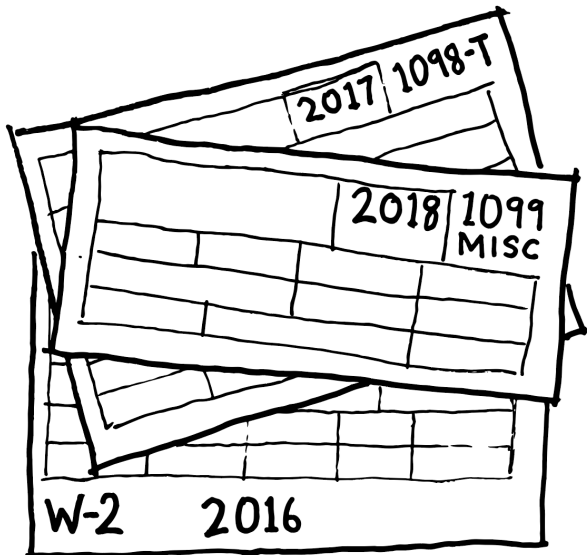
Free &
Trustworthy



Clarifying



Thorough

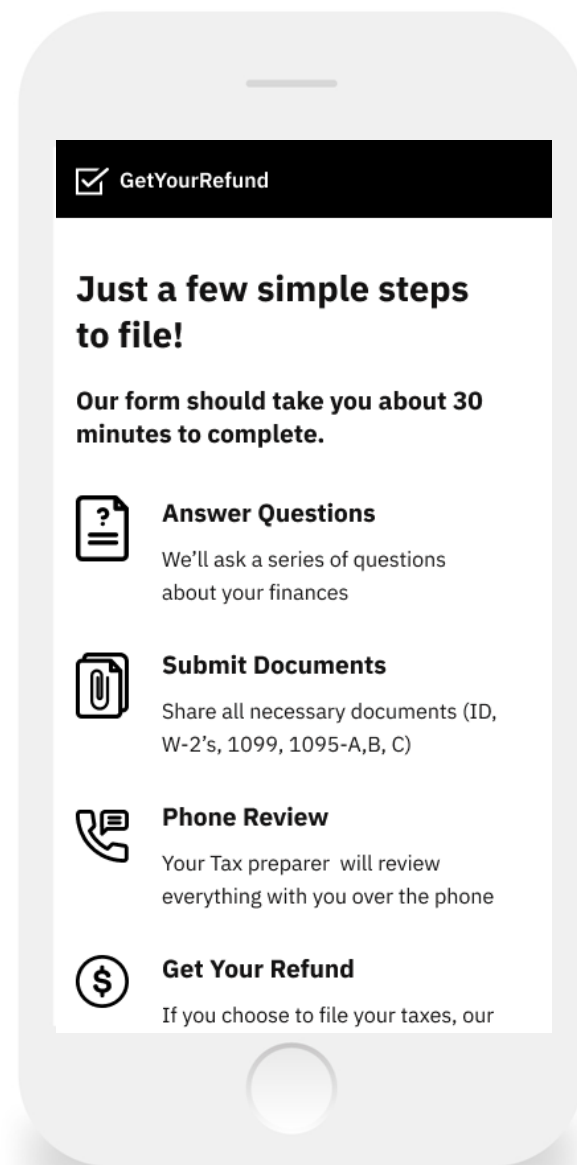
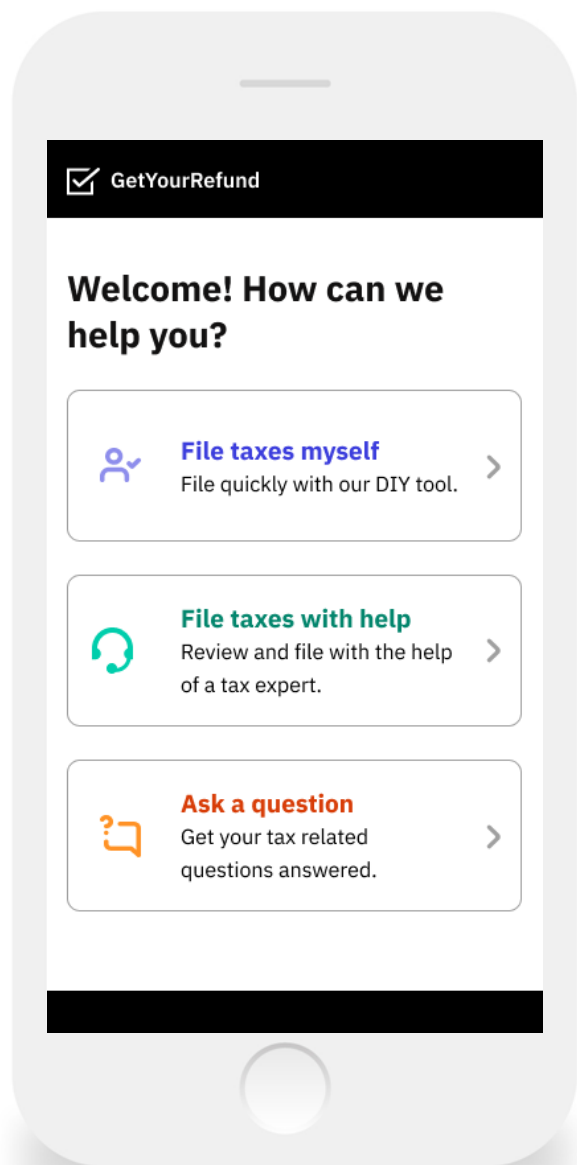
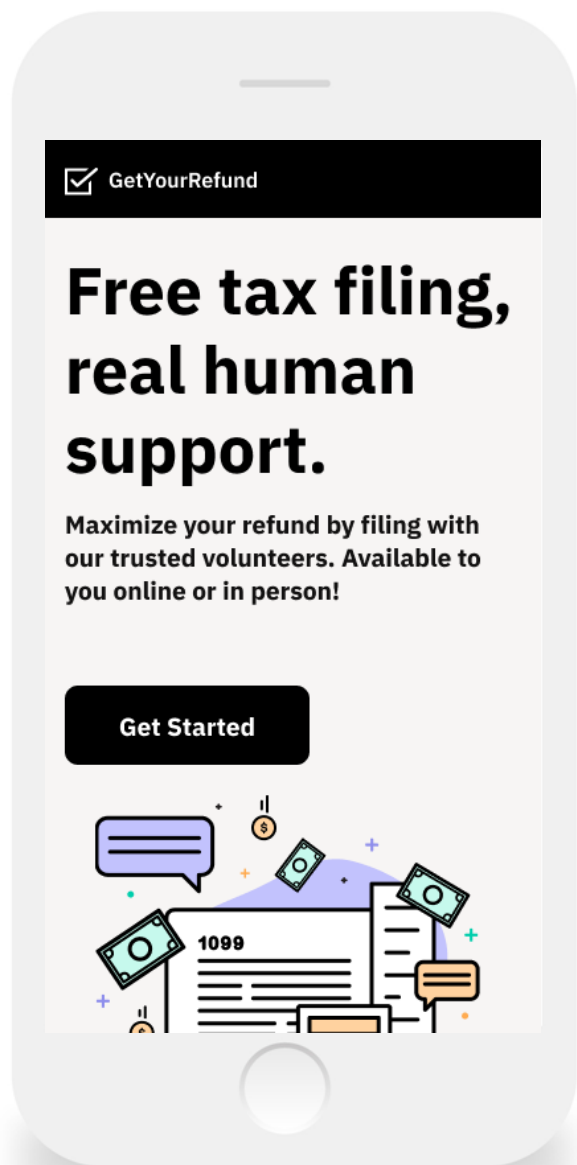


Accessible
whenever,
wherever





**VITA best meets client needs
but struggles to meet demand.**



A range of services to meet client needs



VITA Location Finder

Help clients connect to in-person VITA sites near them



Digital Valet

Provide an easy way for VITA sites to manage dropoff/Valet sites



Digital Intake

Support fully digital end-to-end VITA.

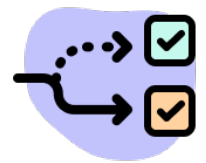
Intake can also be started via 211's hotline



DIY w/ Help

Collaborate with United Ways Worldwide to provide support to clients using TaxSlayer software

(Encourage this option for those with simple returns, and prioritize high-touch service for those who need it most)



Service Routing

Help clients find the service right for them. Leverage FAQ's, link to key IRS tools, and provide chat support with VITA-certified volunteers.

2021 Pilot 2.0

- Launched a completely rebuilt custom case management system we're calling **The Hub** - this will allow us to scale to more VITA partners
- **106** VITA partners across **40** states, serving clients in all **50** states
- **7,000+** users in the system (VITA staff and volunteers)
- **167k** submitted intake forms + **38k** valet dropoffs. **51k** filed, **\$178 million** already on its way to low-income families
- Qualitative and quantitative research to learn how to effectively:
 - reach nonfilers
 - overcome the document burden
 - scale high quality virtual support
 - respond to the next stimulus

We are learning a lot about what clients still need

- Clients need help **completing the intake process**
 - *Getting* documents is a challenge (“ungettable” docs, social security cards)
 - *Trusting* the service enough to upload your sensitive docs
 - *Understanding* how to upload your documents
- People appreciate the personal touch of VITA, which is important for **trust**
- **People power** allowed us to scale up partnerships, we need more volunteers to reach more clients effectively

Outreach Partnerships

- Focusing our outreach efforts on families in the **EITC participation gap** (especially those on public benefits), and those **newly eligible for the stimulus**, such as mixed status families and incarcerated individuals.
- We will provide a unique url to each outreach partner so we can provide feedback on how well their outreach efforts are working

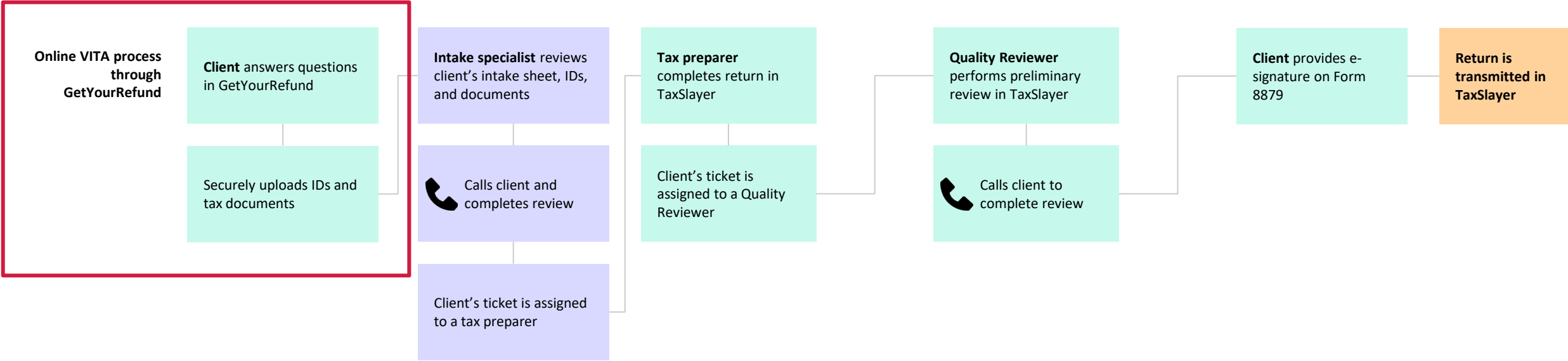
Navigator Partnerships

- Next level of partnership with GetYourRefund.org.
- Designed to help reach clients that can't access GetYourRefund.org on their own due to language, technology, trust, or other barriers.
- Can be done in-person or on the phone.
- Makes VITA sites more efficient by ensuring clients are ready for tax prep.
- Requires [3-4 hours of training](#) to be able to answer basic questions for clients as they go through the process.

Assisting a client with online intake

Online Intake

What navigators do

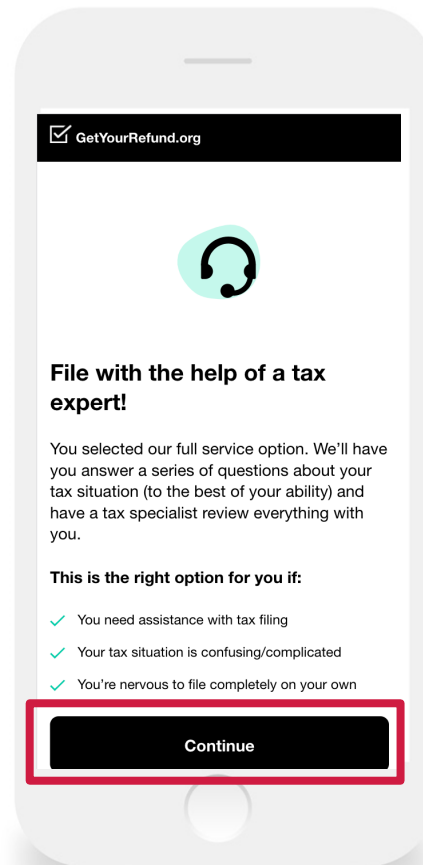
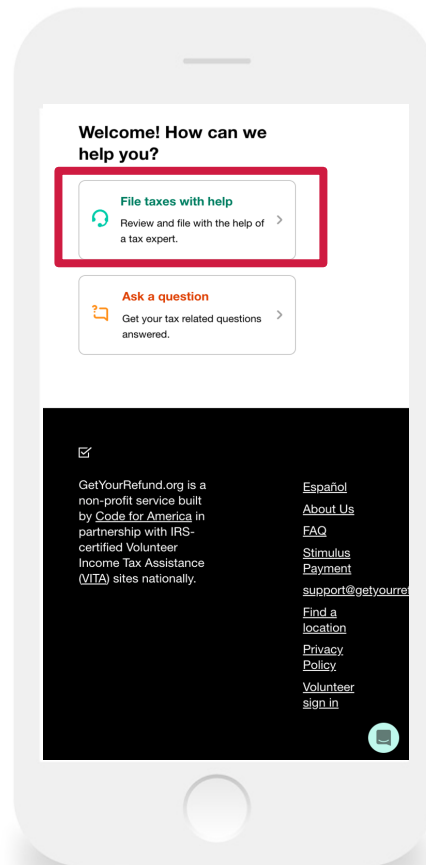
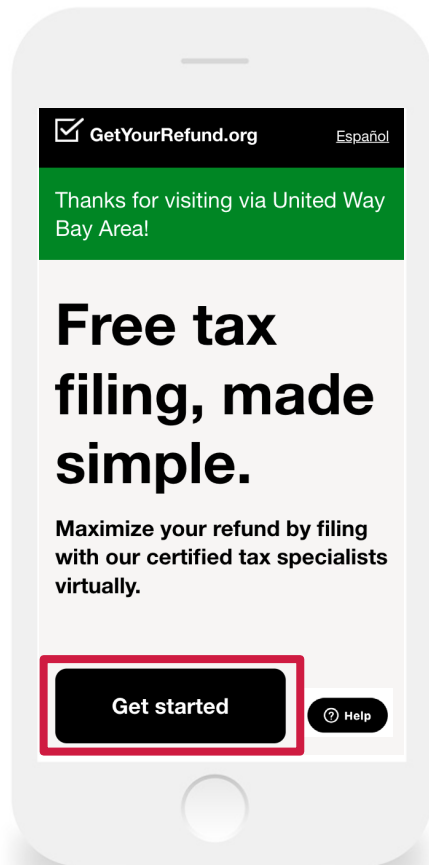


What to bring

Help the taxpayer get ready for **online intake** by asking them to bring:

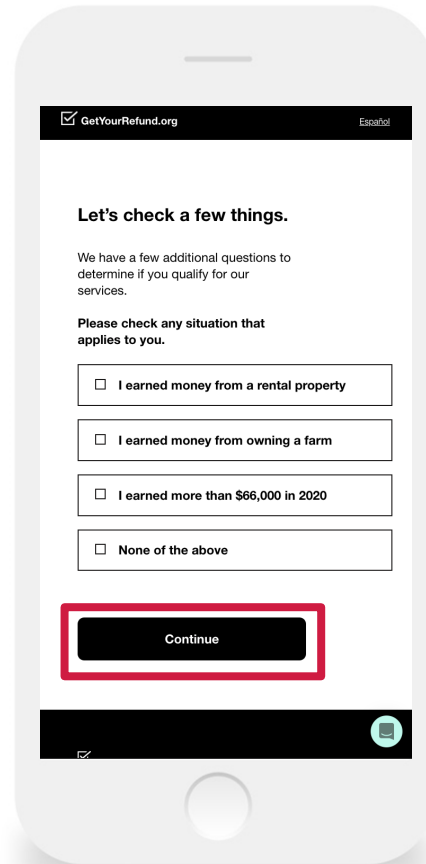
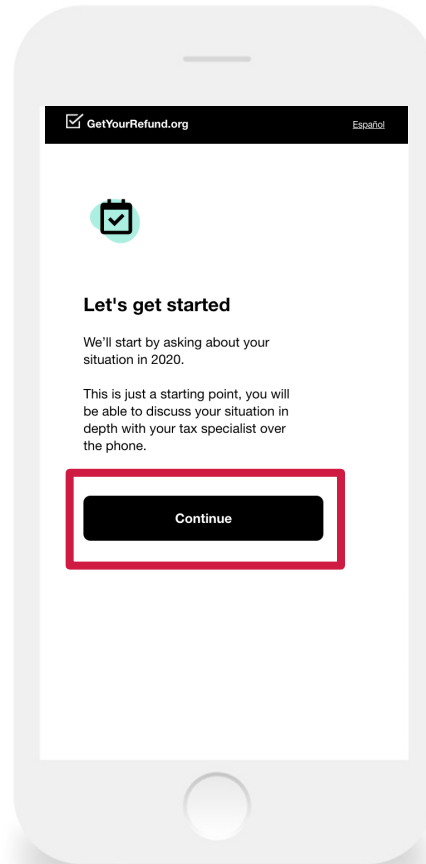
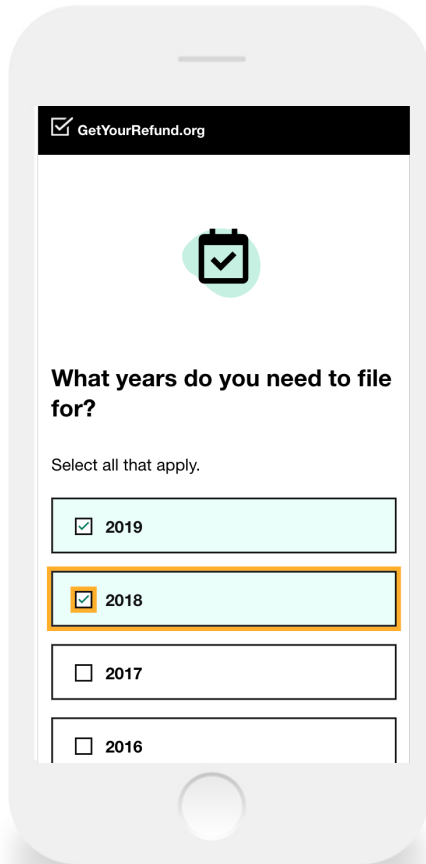
- **Photo ID for taxpayer (AND spouse, if any)**
- **Social Security Cards OR ITIN letters/cards for taxpayer, spouse if any, AND every dependent that will be on the tax return**
- **All income documents (W2s, 1099s, and if self-employed: documentation of any cash income / expenses / mileage)**
- **Any letters from the IRS that they may have received**
- **Bank account information (routing and account number) for direct deposit of any refund OR direct debit (if they owe money and want the amount due withdrawn from their account)**
- **Last year's tax return is really helpful (if they have it) and in some cases, it is required (for taxpayers that itemized deductions in a previous year)**

Getting Started



- **Open in an Incognito Browser in Google Chrome (this is best browser)**
- **Go to: GetYourRefund.org (note that this link CANNOT be bookmarked in any browser - you will have to type it in)**
- **Available on any device (desktop, mobile, tablet)**
- **Accessible with a screen reader**
- **Can click on the chat icon to speak with a support specialist during chat hours**

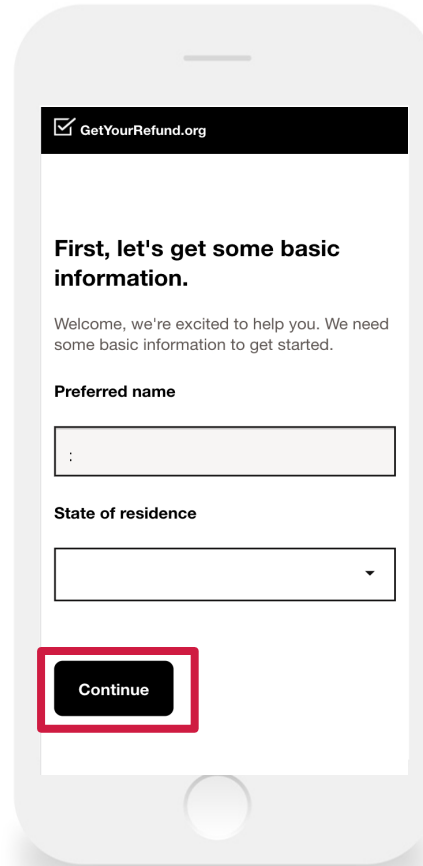
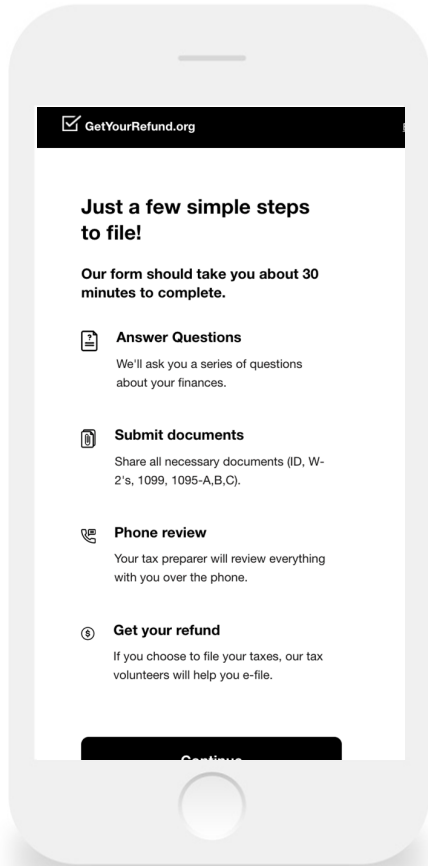
Assess needs



→ System allows clients to file up to four previous years of returns

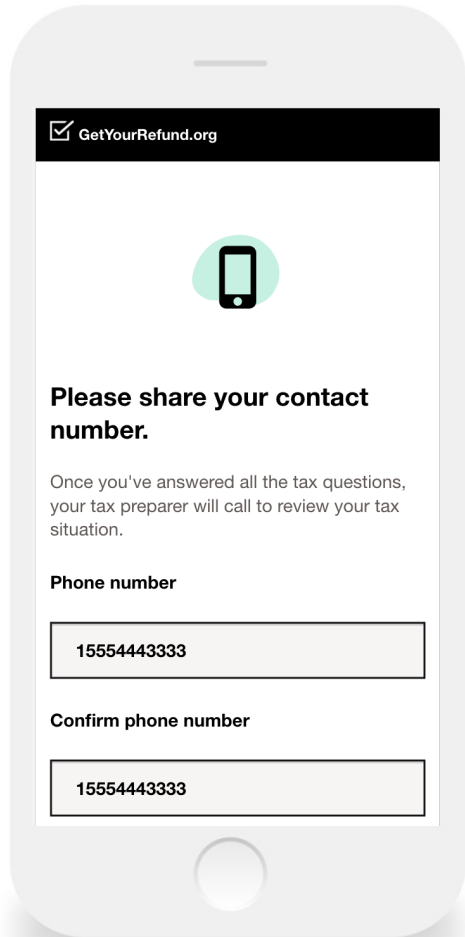
→ It also does some initial screening for eligibility (if a client makes a little bit over \$66k, just tell them not to check any of the boxes and Click Continue).

Route to your site




- The client's case will be worked on by a GetYourRefund tax team.
- This team may be one of our national volunteer sites based in another state.

Contact Info



GetYourRefund.org

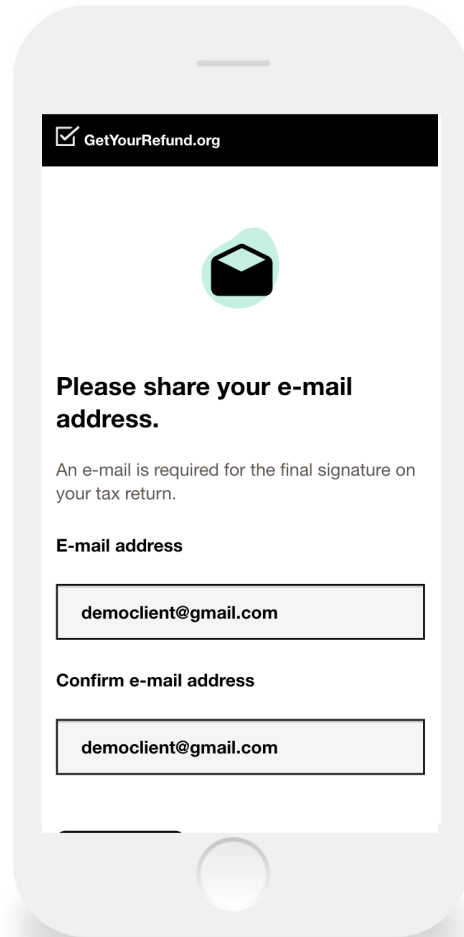


Please share your contact number.


Once you've answered all the tax questions, your tax preparer will call to review your tax situation.

Phone number

Confirm phone number



GetYourRefund.org

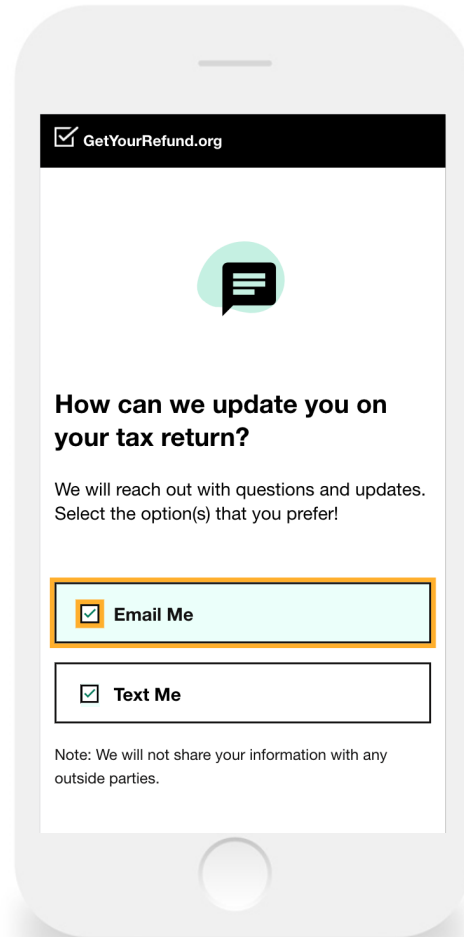


Please share your e-mail address.


An e-mail is required for the final signature on your tax return.

E-mail address

Confirm e-mail address



GetYourRefund.org



How can we update you on your tax return?

We will reach out with questions and updates. Select the option(s) that you prefer!

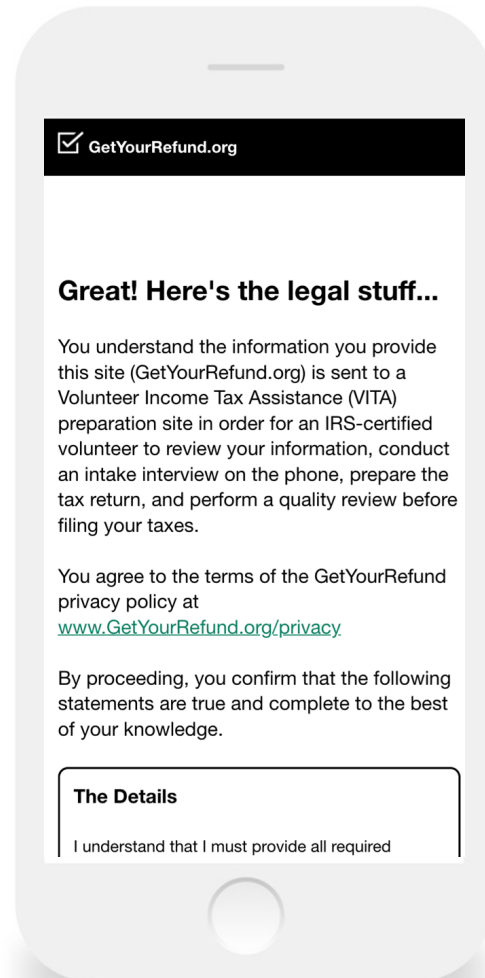
Email Me

Text Me

Note: We will not share your information with any outside parties.

- A phone number is required for the intake and quality review phone calls
- Email or text is required for us to securely send the final return and Form 8879 for signature
- Client chooses text and/or email communications for updates

Client Consent



Legal first name

Legal last name

Last 4 of SSN/ITIN

Date of birth

Month Day


Year

I agree

- Client reviews our consent form (version of Form 14446 with details on the GetYourRefund process)
- If the client agrees, a PDF of the consent form is attached to their information in the Hub

13614-C Questions

GetYourRefund.org




Were you a full-time student in 2019?

We are specifically asking if you pursued higher studies such as an associate, bachelors, or masters degree.

Yes No

GetYourRefund.org

GetYourRefund.org



In 2019, how many jobs did you have?


Include any work that paid you, no matter how small.

2 jobs

Next →

GetYourRefund.org

GetYourRefund.org



In 2019, did you have any income from Social Security or Railroad Retirement Benefits?

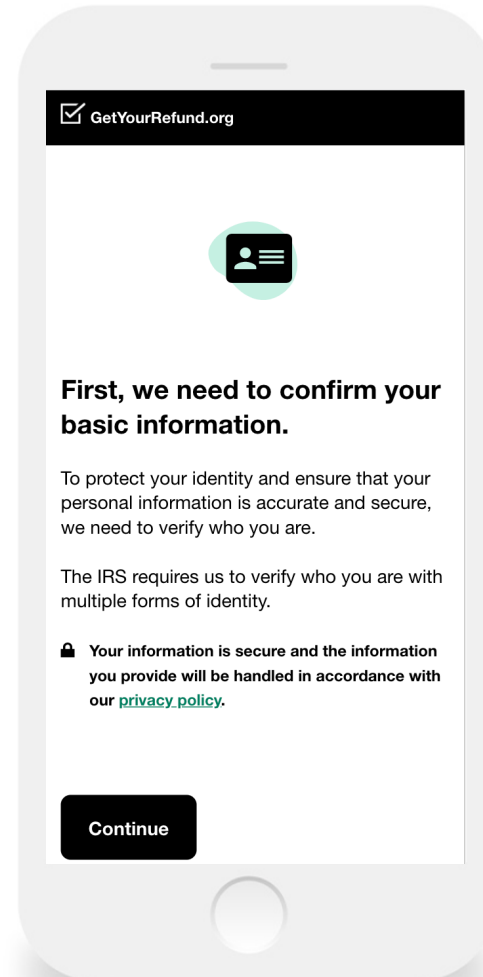
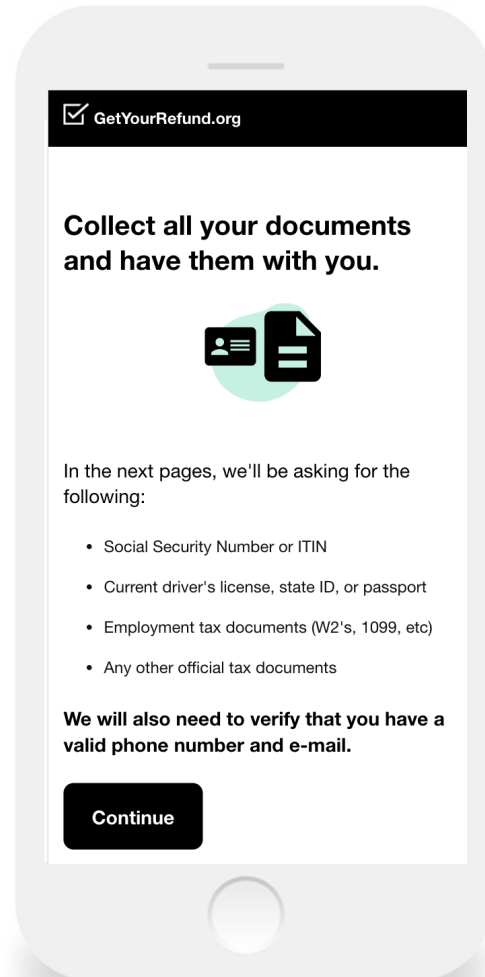
Answer "Yes" if you received an SSA-1099 or an RRB-1099.

Yes No

GetYourRefund.org

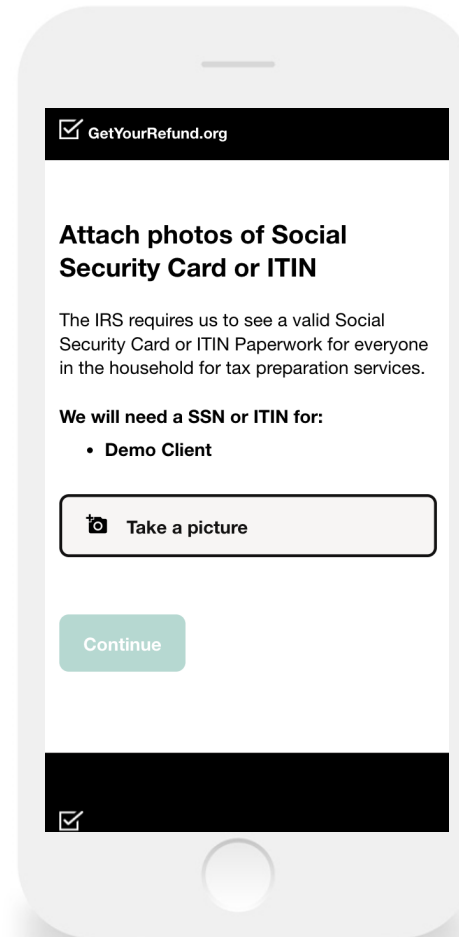
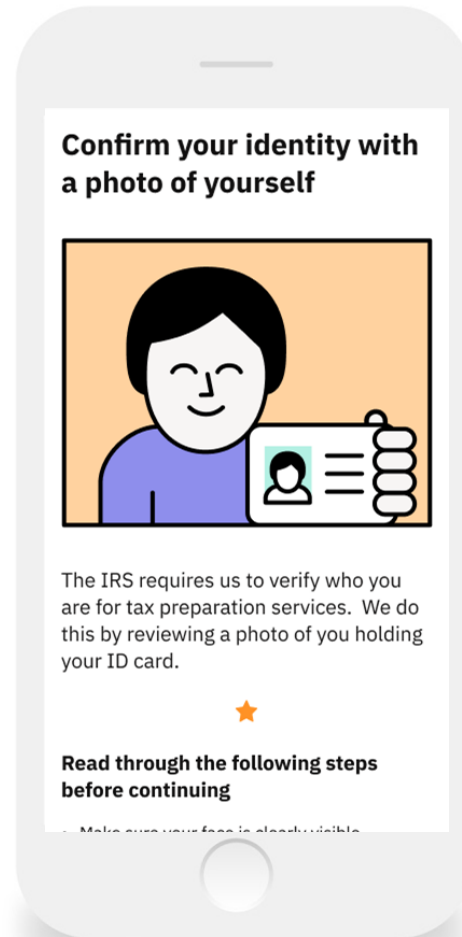
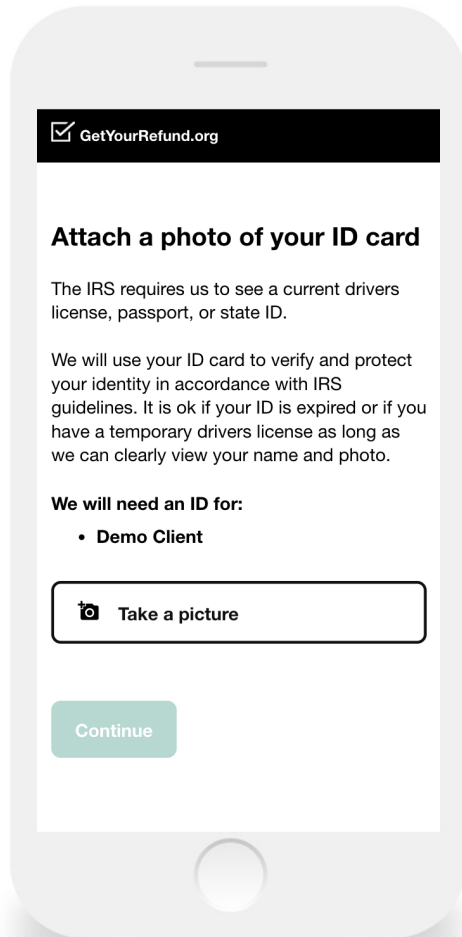
- We ask every question from IRS Form 13614-C
- The questions have helpful descriptions to provide more context
- The client's answers populate a Form 13614-C for the VITA site to review

Gather Documents



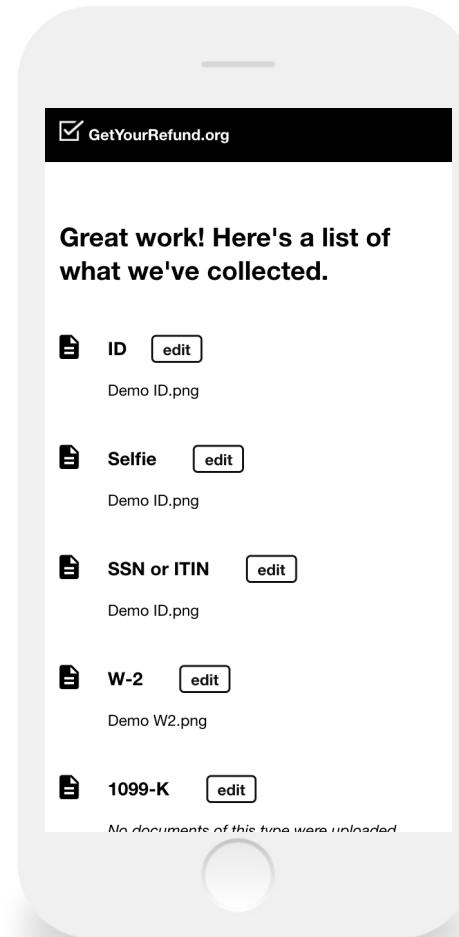
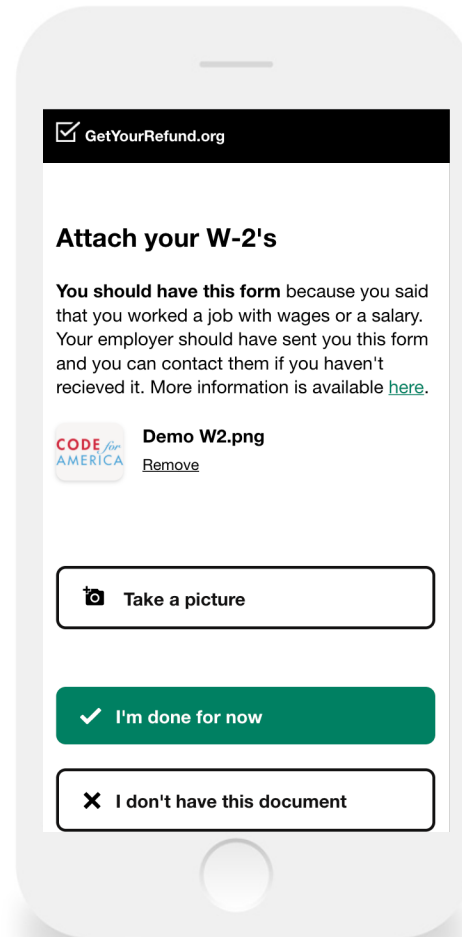
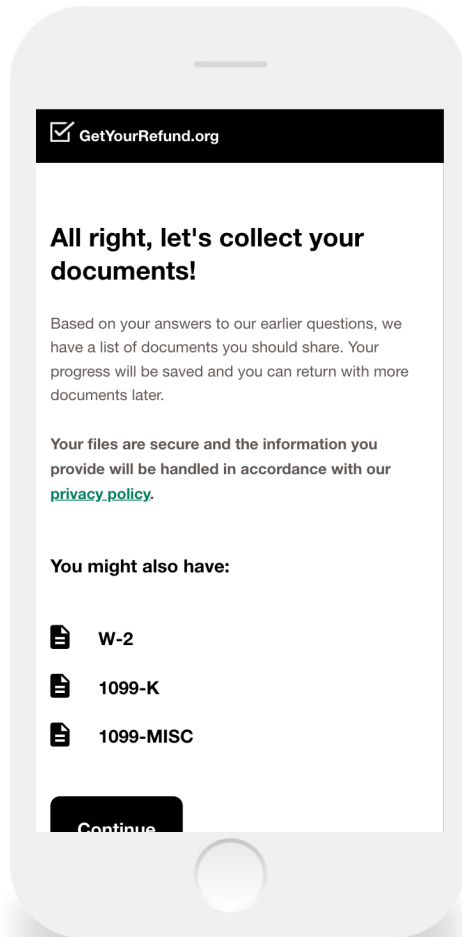
- We ask the client to gather their tax documents and identity verification documents.
- They will be asked to securely upload their information.
- Information is securely stored and encrypted.

Verify Identity



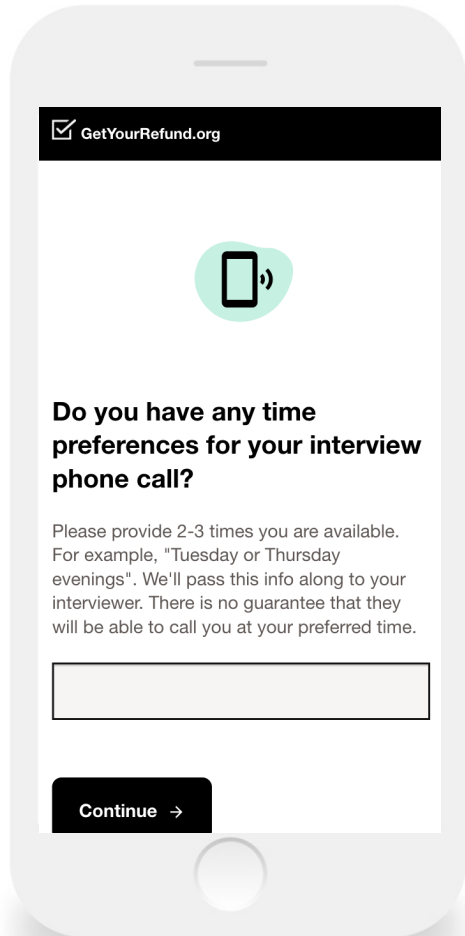
- Client uploads a photo of their ID and their social security card or ITIN paperwork (and for spouse if applicable).
- Client uploads a photo of themselves holding their ID (spouse must do the same if applicable). Required by IRS for the tax team to be able to confirm they are preparing the return for the correct taxpayer.
- Client uploads social security cards or ITIN paperwork for any dependents.

Secure Upload




- We ask for tax documents the client must and might have based on the answers to the 13614-C questions.
- Photos can be uploaded from desktop files or added directly from a phone camera.
- We never ask for files to be upload in an email and text. If more documents are needed, the site can send a link to the taxpayer that will allow them to do a secure file upload. location.

Final Questions



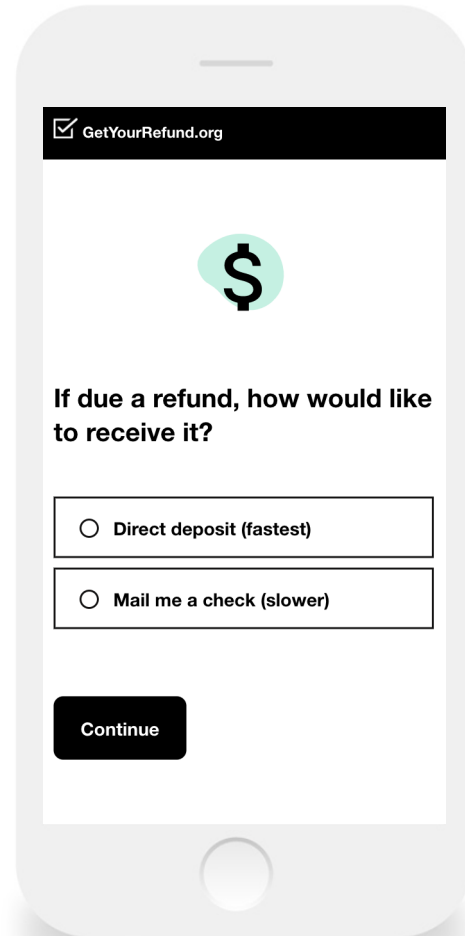
GetYourRefund.org




Do you have any time preferences for your interview phone call?

Please provide 2-3 times you are available. For example, "Tuesday or Thursday evenings". We'll pass this info along to your interviewer. There is no guarantee that they will be able to call you at your preferred time.

Continue →



GetYourRefund.org



If due a refund, how would like to receive it?

Direct deposit (fastest)

Mail me a check (slower)

Continue



GetYourRefund.org



What is your mailing address?

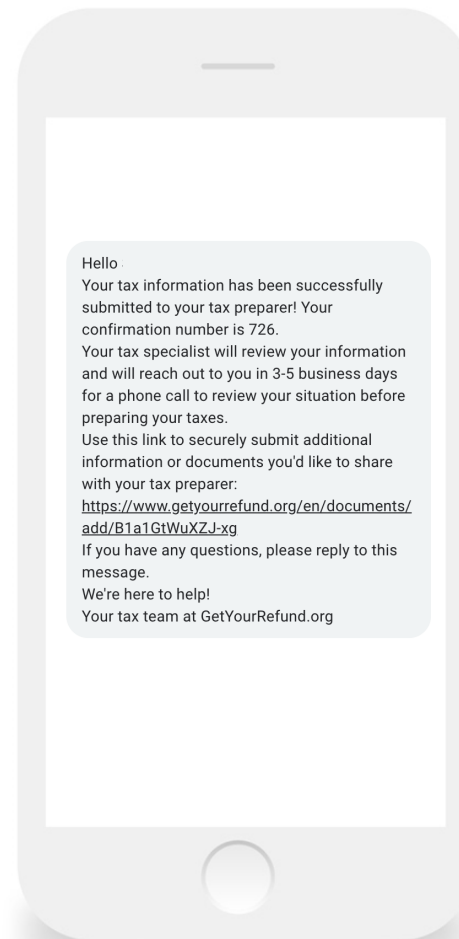
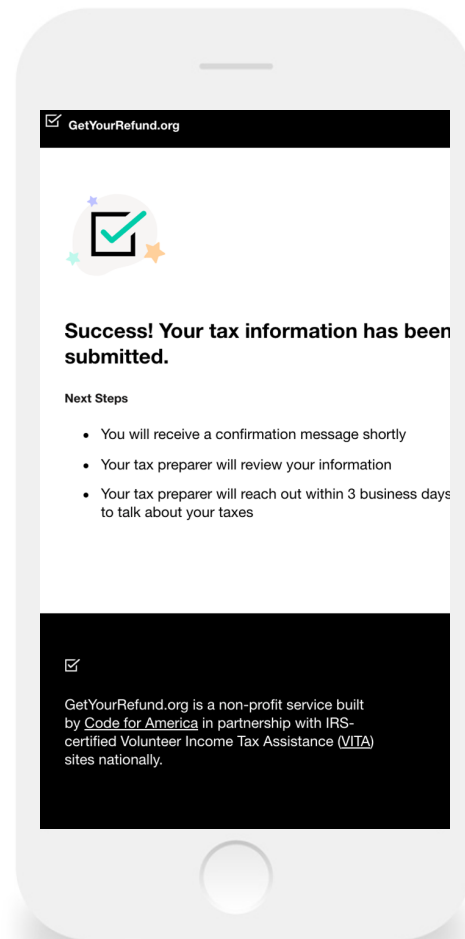
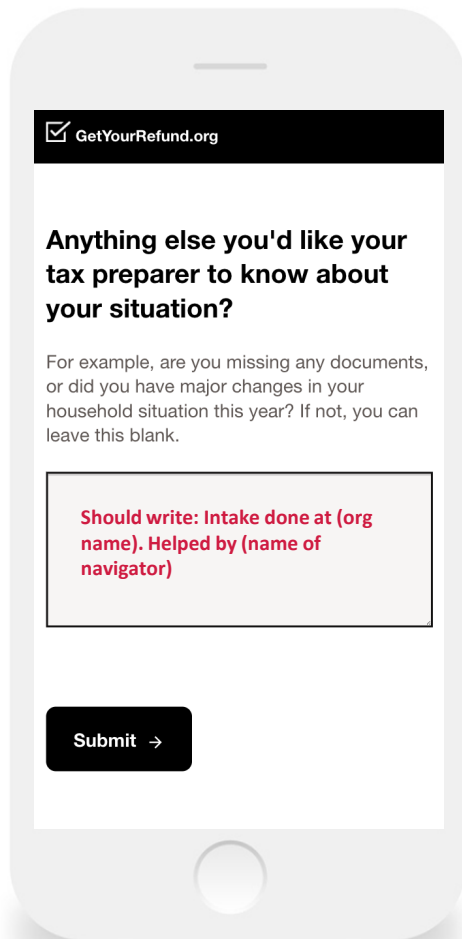
Street address

City

State

→ **We ask for a phone call time preference, information about where to send a refund, direct deposit information, and additional demographic questions**

Submit



- Once the client submits the completed questionnaire, they'll get a confirmation message
- Their VITA site will reach out within 3-5 business days to schedule an intake phone call!

Please contact us with any questions. Thank you!



Rae Pilarski, Senior Program Manager
rpilarski@codeforamerica.org

Connecting Clients to Secure and Remote Tax Preparation

Courtney O'Reilly
Director, Tax Help Colorado

taxhelp
COLORADO



Primary Hurdles

We know many **vulnerable families** will be unable to access this service

1

Families in the Digital Divide

2

Lack of Trust in the Service

3

Missing required documents



Created by Antoine Charles
from Noun Project

Help Connect Families to This Services: GYR Assistor Model

Provide Access to Technology



Created by Baboon designs
from Noun Project



Created by Luis Prado
from Noun Project

Assist with Tech Support

Guidance on Filing Requirements



Created by Momento Design
from Noun Project



Created by P. Thanga Vignesh
from Noun Project

Build Trust in the Service

Recruiting Partners

- Cast a wide net
- Utilize your network
- Host Short Intro Webinar
- Offer various options with different levels of commitment
- You don't have to be a tax person to help

→ Training

- ◆ Basic Filing Requirements
- ◆ Process/Expectations
- ◆ GYR application
- ◆ Hub

→ Communication Resources

→ \$500 Grant for those providing all levels of assistance

→ Partner Assistance During Tax Season

Tax Help Colorado's Support to Partnering Organizations

Useful Resources

- ❖ [Replacement SS Card](#)
- ❖ [Request Wage and Income Transcript](#)
 - Or Prior Year Tax Return
 - Need [State Transcript](#) as well
- ❖ [Retrieve Identity Protection PIN](#)
- ❖ Focus Card Enrollment

Questions?

coreilly@garycommunity.org
TaxHelpCO.org

Contact Info

Get It Back Campaign

Center on Budget and Policy Priorities

eitcoutreach@cbpp.org

(202) 408-1080

www.eitcoutreach.org