



Child Tax Credit Message Toolkit

Message Toolkit for Human Services Agencies May 2022

About this Toolkit

This toolkit provides messages to help you educate families enrolled in public assistance programs about accessing the Child Tax Credit (CTC).

Families have a chance to claim the Child Tax Credit outside of the regular tax season via [GetCTC.org](https://www.getctc.org), a simplified-filing tool from Code for America that can help families who are not required to file a tax return claim this benefit. **Receiving the credit does not impact a family's eligibility for other public benefits, including Medicaid, CHIP, SNAP, WIC, and TANF.**

As a trusted source of information for the families you serve, you can bring awareness to this tax credit and connect families with tools they can use themselves to claim it. These resources and messaging can be tailored to your agency for use in your client-facing communications.

For more information and materials, visit thesocialpresskit.com/ctcoutreach.

Mailing Insert Copy (Client-Facing)

Customize and print the message below for inclusion in client-facing mailings.

Up to \$3,600 per child may be available to you from the Child Tax Credit. You can still claim this credit, even if you're not required to file taxes. Receiving the CTC will not affect your eligibility for other benefits including [SNAP, WIC, TANF, LIHEAP, Medicaid, or CHIP].

To sign up for the credit, you can use [GetCTC.org](https://www.getctc.org), a self-service tool that's IRS-approved.

Social Post Copy (Client-Facing)

Customize these social posts to alert families about the CTC and how to claim it.

Twitter

There's still a chance for families to claim the Child Tax Credit and receive up to \$3,600 per child to spend on things your family needs. This credit does not impact eligibility for [BENEFIT PROGRAM]. Sign up at [GetCTC.org](https://www.getctc.org)

Raising kids is expensive! Get up to \$3,600 per child with the Child Tax Credit. Even if you haven't filed taxes before or don't have recent income, you can still claim this credit. Sign up at [GetCTC.org](https://www.getctc.org)



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Facebook/Instagram

It's not too late to claim the Child Tax Credit! This is extra money to spend on the things your family needs, and the credit does not impact your eligibility for other benefit programs including [SNAP, WIC, TANF, LIHEAP, Medicaid, or CHIP]. Even if you haven't filed taxes before or don't have recent income, you can still claim it. Sign up at [GetCTC.org](https://www.getctc.org), a simplified filing portal that's IRS-approved.

Call/Recorded Message Script

Alert families about the CTC using these messages as live call scripts or by sharing them with your designated call center supervisor or provider.

- There's still a chance to claim the Child Tax Credit even if you haven't filed taxes previously. Claim your credit at [GetCTC.org](https://www.getctc.org).
- The Child Tax Credit is cash families can spend on their own needs. You could receive up to \$3,600 per child under age 6 and up to \$3,000 per child ages 6-17. Sign up at [GetCTC.org](https://www.getctc.org).

Text Message Copy

Many audiences communicate primarily through their mobile devices. As trusted messengers, customize this text message from your agency to alert families about the CTC and how to claim it. Note: The character limit for an SMS message is 160 characters.

- This is the [YOUR AGENCY]. You can get up to \$3,600 for each child in your family through the Child Tax Credit. Even if you don't normally file taxes. Sign up at [GetCTC.org](https://www.getctc.org).
- This is [YOUR AGENCY] with an alert for families receiving [BENEFIT]. Get up to \$3,600 per child with the Child Tax Credit. This credit will not impact your [BENEFIT(S)]. Sign up at [GetCTC.org](https://www.getctc.org).

Website Copy (Client Facing)

You can post this child tax credit information on your website – or use it in an email newsletter – that reaches non-filer families.

Get Up to \$3,600 in Child Tax Credits

Families still have a chance to claim the Child Tax Credit! Even if you haven't filed taxes previously or have earned income, you can still get this benefit. Receiving this credit will not affect your eligibility for [BENEFIT PROGRAM] or other public benefit programs such as [OTHER PROGRAMS: SNAP, WIC, TANF, Medicaid, or CHIP].

Sign up at [GetCTC.org](https://www.getctc.org), a simplified filing portal that's IRS-approved.



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Email Copy

Send this email out to the families you serve to educate them about the child tax credit.

RE: Families can get up to \$3,600 per child from the Child Tax Credit

Hello from the [Agency name].

This is a reminder that you can still claim the Child Tax Credit even if you haven't filed taxes before. Receiving this credit will not affect your eligibility for other benefits, including [OTHER PROGRAMS]. Receive up to \$3,600 per child to spend on the things your family needs, including groceries, gas, or rent.

Sign up at [GetCTC.org](https://www.getctc.org), a simplified filing portal that's IRS-approved.