

## MONEY IN YOUR POCKET

The purpose of the Money In Your Pocket's outreach is to reach working families and individuals. The goal is to promote through various agencies, Earned Income Credit (EIC), Child Tax Credit (CTC), and Telephone Federal Tax Credit. This program will put money in taxpayers pocket and save them the fee of another tax preparation service.

Our outreach program began December 2006 and will extend through April 2007. The Money In Your Pocket program will prepare tax returns, free of charge, provide electronic filing, and provide financial literacy education.

It is our priority to reach as many working families and individuals and assisting them with their tax preparation and claiming their tax credits that they maybe unaware that they qualify for.

Our outreach includes:

- Distributing flyers and posters
- Providing literature for the public
- Inserts in paychecks
- Inserts for water bills
- Press releases

Money In Your Pocket – EITC outreach plan schedule:

December:

- EITC Meeting 12-5
- Send out volunteer recruiting letters to businesses
- Create flyers and posters
- Distribute flyers to Association of Renaissance Point
- Press release

January:

- EITC Meeting 1-2
- Contacting and providing info and literature to all Township Offices
- Distributing posters at Libraries, CANI, Grocery stores, Mathew 25, Workforce One, etc.
- Inserts in City Utilities bill
- City payroll inserts
- Provide literature for the King Day Celebration
- Set up Web page
- Set up 211 info message
- Press release
- Kick off – Ribbon cutting (1-27)
- Flyers at the Presidents meeting (1-8)

February:

- EITC Meeting 2-6
- Provide Financial Literacy Education Video
- Press release – National EITC Day
- Info in Neighborhood news letter

March:

- EITC Meeting 3-6
- Provide Financial Literacy Education Video
- Follow Up at all agency with supply of info
- Press release

April:

- EITC Meeting 4-2
- Provide Financial Literacy Education Video
- Press release

May:

- EITC Meeting 5-1
- Press release