



How-To Guide

EXTERNAL DOCUMENTS: FOR PUBLIC RELEASE

ALL MATERIALS LISTED BELOW (EXCEPT VIDEOS) ARE AVAILABLE FOR PARTNERS TO DOWNLOAD HERE: <http://MyFreeTaxes.thebeehive.org/for-partners/>

1. 2012 Local MyFreeTaxes Press Release

Use this document to announce the MyFreeTaxes partnership in your community to the press. Update this document with local leadership quotes, local MyFreeTaxes client information, etc. Release this document at the beginning of your MyFreeTaxes season to announce your local participation in the campaign.

2. 2012 Local EITC Media Advisory

Use this document if you are planning an event surrounding MyFreeTaxes and you'd like media to be present. This is not a press release, it simply alerts media that there is an event happening they may be interested in. Include a description of visuals and names and titles of those available for interview. Use this document after you've sent the above 2012 Local MyFreeTaxes Press Release which would provide context and detail information.

3. 2012 MyFreeTaxes Online Banners

Online banners aren't advertising tool for the MyFreeTaxes partnership. These banners can be easily placed on websites to draw attention to the MyFreeTaxes partnership by clients. Please banners in an obvious, easy to reach part of your website. Post these banners on your website as early in the MyFreeTaxes season as possible to draw as much traffic as possible. We've made it simpler for you to add in your custom URL, follow the simple instructions in our URL generator tool. For example, if you link to MyFreeTaxes using <http://myfreetaxes.thebeehive.org/alabama>, then add "Alabama" in the tool (without the quotation marks).

4. 2012 MyFreeTaxes Spanish Twitter Prewritten Content

Social media is an important piece of the MyFreeTaxes partnership. This prewritten content can be used in all local partner Twitter social media streams. If you intend to use Spanish-language social media, please ensure that you are able to serve Spanish-only speaking clients at sites and online. Use of the social media is ongoing but, similar to the banner, should be started as early as possible to drive the most



traffic.

5. 2012 MyFreeTaxes Blog & Newsletter Promotional Text Template

Use these prepared blog and newsletter stories to communicate the MyFreeTaxes partnership to other partners, clients, and your community at large or ask your network to place these stories in their newsletter or blog to help spread the word. These stories can be dropped into any content management system for easy posting. Use these during the MyFreeTaxes campaign to communicate the partnership at any time.

6. 2012 MyFreeTaxes Email Signatures

Email signatures are to be distributed to partners for inclusion in their email signature template. Email signatures should appear through the end of tax season. Please insure that all partners are able to correctly display the signature.

7. 2012 MyFreeTaxes MyTaxBack App

The MyTaxBack App is a free mobile app, available online, allowing consumers to determine whether they qualify for the Earned Income Tax Credit (EITC). They can also calculate their EITC benefits in an instant. Standard text messaging and connectivity rates apply.

8. Text Messaging VITA Site Locator

Promote the following in newsletters, on social media, on flyers, and through partners to provide easy access and information to VITA sites. **Text TAXES "Your Zip Code" to 91011 to find a free tax prep site near you!**

9. 2012 MyFreeTaxes Influencer Twitter and Facebook Prewritten Content in English and Spanish

Use this to easily locate all national partner Facebook and Twitter pages. Five (5) 2012 MyFreeTaxes Twitter posts in English five (5) Twitter posts in Spanish and five (5) 2012 MyFreeTaxes Facebook promotions are included.

10. 2012 MyFreeTaxes Influencer How-To E-Mail Template

Use this email to reach those who have personal and online influence in creating awareness of the MyFreeTaxes partnership. Includes embedded video.



11. 2012 MyFreeTaxes "How Can I File My Taxes for Free?" Video and Share Widget

Use this video to engage audiences. Video has easy, one click links to watch, share, and find information about filing.

12. 2012 MyFreeTaxes Fact Sheet (About MyFreeTaxes)

Use this basic fact sheet on your website and around your community.

13. 2012 MyFreeTaxes Flyers with Disability-Specific Messaging

Use these flyers to reach and inform persons with disabilities about the MyFreeTaxes campaign, EITC and SNAP and to dispel common myths about tax refunds being counted as income when determining other federally funded public benefits (not true!). These flyers can be distributed to persons with disabilities, local partners, disability organizations, outreach centers, faith organizations, and more, to promote the MyFreeTaxes campaign to persons with disabilities, in particular.

14. 2012 MyFreeTaxes Local Partner Twitter and Facebook Prewritten Content V1

Use these prewritten Twitter and Facebook by copying and pasting them as posts into your own Twitter and Facebook status updates. You can also use the Local Partner Social Media How-To Kit Template (mentioned below) to pre-schedule these posts in Hootsuite. Remember that when possible, swap out the <http://bit.ly/myfreetaxes> short link for your own customized MyFreeTaxes short link.

15. 2012 MyFreeTaxes Local Partner Social Media How-To Kit Template

Use this to guide you through using social media to promote the MyFreeTaxes partnership. Detailed, step-by-step instructions included.

16. 2011 MFT Videos

Use these 14 informational and how-to videos to engage audiences about the MyFreeTaxes partnership and educate others about important tax time tips by posting them on your website, blog, Facebook, etc. Links to these videos make easy and engaging Facebook content. Available on the MyFreeTaxes YouTube channel Video (<http://www.youtube.com/MyFreeTaxes>) titles include:



1. "Feel Good About the Money You Save: File Your State and Federal Taxes Online for FREE!"
2. "Tax Preparation For Free In Florida"
3. "State & Federal Tax Filing For Free In Alabama"
4. "Easy, Fast, Free State & Federal Tax Filing in El Paso"
5. "How To File Taxes For Free In San Diego"
6. "Free Help With Texas Tax Preparation & Tax Filing Video"
7. "File State & Federal Taxes For Free In Atlanta"
8. "Helping Minnesota Taxpayers File State & Federal Taxes For Free"
9. "The Taxorcist, Tax To The Future, Mars At-Taxes, No Taxes For Old Men- now 'A Time To File'"
10. "How Do I Keep My Money During Tax Season? — Use MyFreeTaxes.com"
11. "Just the Facts Tax Time Tips Video PSA: EITC"
12. "Just the Facts Tax Time Tips Video PSA: SNAP"
13. "Just the Facts Tax Time Tips Video PSA: MyFreeTaxes"
14. "Just the Facts Tax Time Tips Video PSA: Disability Myth Busters"

17. Just the Facts Tax Time Tips Radio PSAs

Use these short radio clips to promote tax time facts to clients and potential clients. They are available in .mp3 and .wav formats for you use in outreach to radio or to post on websites, blogs, Twitter and Facebook. The PSAs are easy to understand and provide factual, actionable information on EITC and SNAP benefits, the MyFreeTaxes program and dispel common myths for persons with disabilities. Transcripts are additionally provided for each PSA. The 12 available PSAs are broken out into four categories, some 120 seconds long, some 30 seconds long, as follows:

1. Just the Facts Tax Time Tips Radio PSA EITC 120
2. Just the Facts Tax Time Tips Radio PSA EITC_A 30
3. Just the Facts Tax Time Tips Radio PSA EITC_B 30
4. Just the Facts Tax Time Tips Radio PSA EITC_C 30
5. Just the Facts Tax Time Tips Radio PSA SNAP 30
6. Just the Facts Tax Time Tips Radio PSA SNAP 120
7. Just the Facts Tax Time Tips Radio PSA MyFreeTaxes 120
8. Just the Facts Tax Time Tips Radio PSA MyFreeTaxes 30
9. Just the Facts Tax Time Tips Radio PSA Disability Myth Busters 120
10. Just the Facts Tax Time Tips Radio PSA Disability Myth Busters_A 30
11. Just the Facts Tax Time Tips Radio PSA Disability Myth Busters_B 30
12. Just the Facts Tax Time Tips Radio PSA Disability Myth Busters_C 30

18. Van Driver Blog

Use the van driver blog to drive traffic to sites in your community through links and promotion in newsletters and with social media. This blog is a great way to keep fresh, relevant content on your social



media feeds and newsletters—simply link to a post.

19. 2012 MyFreeTaxes Marketing Collateral

All 2012 MyFreeTaxes Marketing collateral is available for download here:

<http://myfreetaxes.thebeehive.org/for-partners/>.

Collateral includes:

- Table Tent Artwork
- Yard Sign Artwork
- "I Filed" Sticker Artwork
- Pay Check Stuffer Artwork
- Bifold Brochure Artwork
- On-Site Banner Artwork
- Poster Artwork
- Letterhead Artwork
- Customizable Flyer
- Blank Template
- URL Promotion Business Card Printing Template same