

EITC Awareness Day 2024 Toolkit

EITC Awareness Day is a national effort to raise awareness among low and middle-income workers about the cash-back benefits of the Earned Income Tax Credit. This year, in honor of the largest EITC in our state's history, [the Governor has issued a proclamation in honor of the day](#). Join us on social media and help spread awareness of this important federal and state level credit!

Topline message: Backed by decades of research, the Earned Income Tax Credit is a powerful tool to boost the economic power of working families. Making Colorado EITC expansions permanent and increasing the uptake rate among Coloradans should be a priority for legislators.

CFI Social Handles: [Twitter](#), [Instagram](#), [Facebook](#), [TikTok](#)

What you'll find in this toolkit:

[Helpful Links](#)

[Graphics](#)

[Tags](#)

[Sample Posts](#)

[Partner Resources](#)

Shareable Resource Links

[CFI's EITC Awareness Day blog](#)

[Governor's Proclamation](#)

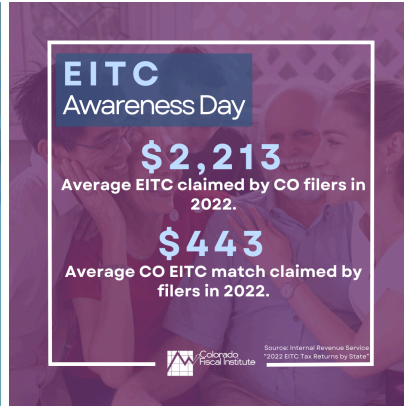
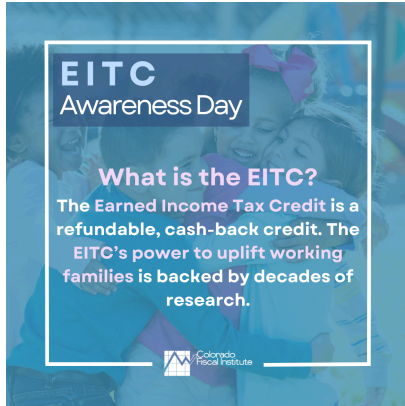
[More State Partner Resources:](#)

- Get Ahead Colorado's [Toolkit](#) and [EITC Awareness Day Messaging](#)
- Get Ahead Colorado's [Tax Season Kickoff Webinar](#) on Feb. 1

Sample Graphics

[Infographic](#)

[Social media graphics](#) (more on this link!)



Tags

#EITC #EITCAwareness #EITCDay #COEITC

Sample Posts:

Today is Earned Income Tax Credit Awareness Day 2024 #EITCAwareness. We know times are tough, and people are working extra hard to make ends meet. The #EITC is a powerful tool for working Coloradans, let's make sure they aren't leaving money on the table. #EITC #COEITC

Colorado passed the LARGEST #EITC in our state's history for 2023! Thank you @JennyforCO, @RepMaryYoung, @SenatorKolker, and @SenRhondaFields for putting Coloradans first and supporting the expansion of the #COEITC.

The Earned Income Tax Credit #EITC is a proven way to uplift working families in our state. #coleg should continue to prioritize preserving and expanding this important policy tool. #EITCDay

What is the #EITC? EITC is a refundable tax credit for working people, meaning filers may get money back even if they owe \$0 in taxes in a given tax year. File a tax return this year to claim the credit you're owed! #EITCAwareness

The positive effect of the #EITC is backed by decades of research. Children of families who claim the EITC are less likely to live below the poverty line, have better health at birth, and have improved education outcomes.

The #COEITC makes our state's tax code more fair. Working Coloradans shouldn't be left to foot the bill for the things we all need. The #EITC is a way to put money in our communities' hands and lighten working peoples' load.

2024 is the year to permanently expand the #EITC @coleg. #COEITC makes our tax code more fair, and helps working Coloradans.

Partner Resources:

- [Get Ahead Colorado](#)
 - [EITC Awareness Day Messaging](#)
 - [Partner Toolkit](#)
 - Get Ahead Colorado [Tax Season Kick-off Webinar](#): Thursday, February 1 @ 1:00 PM INVITE BELOW
- [Tax Help Colorado](#) - Tax Help Colorado provides free tax preparation services, helping you receive the refund you are owed.
- [Prosperity Now EITC Awareness Day Resources](#)
 - [PN CO factsheet](#)
- [Get It Back Campaign](#) -
 - [Outreach Resources](#)
 - [Refundable Credits Flyers](#)
- [Prosperity Now EITC Awareness Day Resources](#)
 - [PN CO factsheet](#)
- [IRS EITC Awareness Day Tool Kit](#)

Get Ahead's Tax Season Kickoff webinar - share with members and potential filers!

The 2024 tax season is almost here! You're invited to the Get Ahead/Hacia Adelante Colorado campaign kickoff webinar to learn what's new for tax season 2024, and how to quickly connect Colorado families and individuals to tax credits and free tax filing.

Thursday, February 1, 2024 1:00PM MST

[Register Here!](#)

Economic mobility is a crucial determinant of health, and tax credits such as the Earned Income Tax Credit (EITC) and the Child Tax Credit play a pivotal role in enabling Coloradans to care for themselves and their loved ones.