

TEMPLATES FOR ROBO TEXTS

Text #1 (PLAIN INFORMATIONAL MESSAGES)

Do you live in AZ, CA, FL, MA, NH, NY, NV, SD, TN, TX, WA, or WY? File your taxes with DIRECT FILE, a new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #2 (PLAIN INFORMATIONAL MESSAGES)

You can save money this year when you file your taxes with DIRECT FILE, a new service that will allow eligible taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #3 (PLAIN INFORMATIONAL MESSAGES)

Are you looking for a quick & easy way to file your taxes for free this year? Use DIRECT FILE, a new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #4 (PLAIN INFORMATIONAL MESSAGES)

Do you count on your tax refund every spring to help you catch up on your bills & keep your family afloat? Save money this year when you file your taxes with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #5 (PRIVATE TAX PREP COMPANIES MESSAGING)

Tired of paying private companies just to file your taxes? You can save money this year when you file your taxes with DIRECT FILE, a new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #6 (PRIVATE TAX PREP COMPANIES MESSAGING)

Private companies like TurboTax have been ripping taxpayers off for years. This year, you can stop the greed by filing with DIRECT FILE, a historic new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.

TEXT #7 (MESSAGES FOR SPECIFIC POPULATIONS)

Do you file taxes with an ITIN? Are you tired of getting scammed by private companies when filing your taxes? Learn about DIRECT FILE, a new service that will allow taxpayers like you to file their taxes for free directly with the IRS. Learn

TEXT #8 (MESSAGES FOR SPECIFIC POPULATIONS)

Do you file taxes with an ITIN? You could be eligible to file your taxes with DIRECT FILE, a new service that will allow taxpayers like you to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov. more at directfile.irs.gov.

TEXT #9 (MESSAGES FOR SPECIFIC POPULATIONS)

Do you claim the EITC or CTC? Learn about DIRECT FILE, a new service that will allow taxpayers to file their taxes for free directly with the IRS. Learn more at directfile.irs.gov.