



**EarnIt! KeepIt! \$aveIt!**

**Cal EITC Education & Outreach Grant**



EKS was granted **\$240K** to fund CA EITC outreach and education activities in Alameda, San Francisco & Santa Clara counties.



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TAXES ARE HARD. WE MAKE IT EASY.



## High Need Zip Codes

County	Zip Codes
Alameda County	94501, 94606, 94607, 94612, 94704
San Francisco County	94102, 94103, 94109, 94115, 94133
Santa Clara County	95008, 95050, 95112, 95116, 95126

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## This funding will make the following possible:

- Increase our marketing efforts to reach EITC & CA EITC recipients.
- Test *NEW marketing efforts.*
- Allow us participate in the statewide efforts of raising awareness of *CAL EITC and VITA.*
- Increase the number of filers claiming *EITC!*

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## NEW 2017 Marketing Efforts

- Text Messaging Campaign
- Public Transportation Advertisement
- Direct Mailing to target zip codes
- Increased Social Media Advertisement
- Radio and television PSA
- Deeper partnership with 211

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## Resources to help spread the word

- EKS website will host a dedicated Cal EITC page
- W2s in CA will contain information about CA EITC
- CalEITC4me.org has tons of resources
- EKS will produce material to promote EKS & Cal EITC

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