



Child Tax Credit (CTC)

How families with children can get tax relief with
the American Rescue Plan (ARP)

Digital Outreach Enrollment Models Can Complement In-Person Navigator Programs

Spotlights

- Social Security Administration (Digital ads and content)
- Michigan (Text/SMS Campaign)
- Massachusetts (Text/SMS Campaign)

While text messages and digital campaigns do not replace the need for last-mile efforts (including navigators and other in-person enrollment assistance) we do think that in parallel with in-person programs, they can be an effective first step to enrollment.

Digital ads and content – Social Security Administration

Overview:

- Social Security used their existing digital platforms (website and social media) to display CTC banners and remind people to apply. They also ran ads on billboards, radio, and digitally (search and social media).
- These marketing efforts came on top of guidance that SSA issued to 27,000 employees in over 1,200 local SSA field offices with information on how to enroll families in the CTC using the Code for America tool and reminding people that CTC does not impact SSI.
- All of the SSA digital marketing content can be found here: <https://www.ssa.gov/agency/campaigns/ctceip/>

Results:

- We estimate that the SSA marketing campaign drove 40% of the traffic to the Code for America tool during the first two weeks of October, which in turn led to a dramatic increase in accepted CTC returns.

We recommend that other organizations, cities, and local governments follow this pattern and increase digital outreach in parallel to in-person navigation. Given how little time is remaining, we'd encourage the ads to have a **direct ask and link directly** to [GetCTC.org/\(uniqueURL\)](https://www.getctc.org/) vs taking users to other intermediary sites.

Text messaging to targeted audiences

Strategies

1. Identifying the best datasets for targeting likely non-filer populations
2. Best language to direct sign-ups
3. Models for implementing text campaign
4. Tracking from text through to successful enrollment
5. Tools for support (ie. hotline, CFA chat, etc.)



- Partnered with Michigan Department of Health and Human Services to send text messages out to all SNAP recipients in the City of Detroit
- Text message sent out to roughly 201,000 numbers, successfully received by 145,000 households
- Untested strategy, and a break from our dominant campaign strategy
- Led to 30x increase in visits to campaign website, 8x increase in tax appointments made

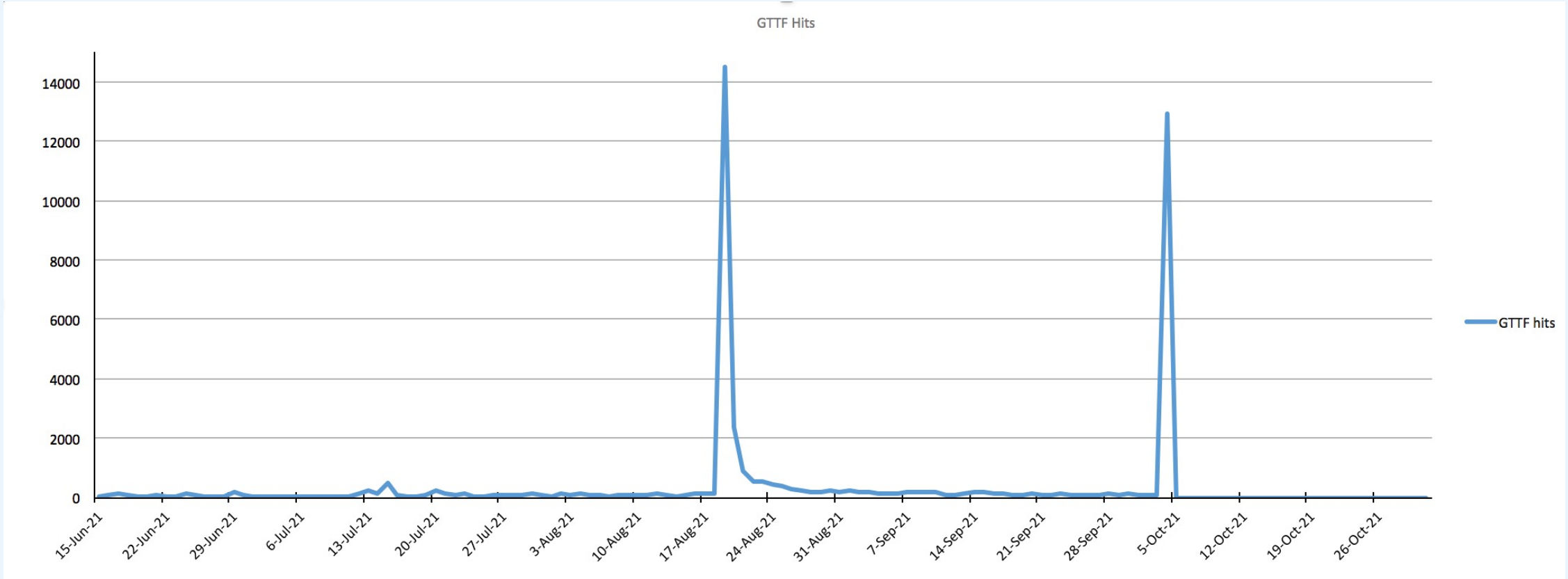


- **Message:** Don't miss out on up to \$300 per month, per child, through the new Child Tax Credit. Go to [GetTheTaxFacts.org](https://www.getthetaxfacts.org) to learn more, and get free tax help.
- Sent out a second text one month after the first, with changes to campaign website to reduce friction
- Tracking website visits and tax appointments made



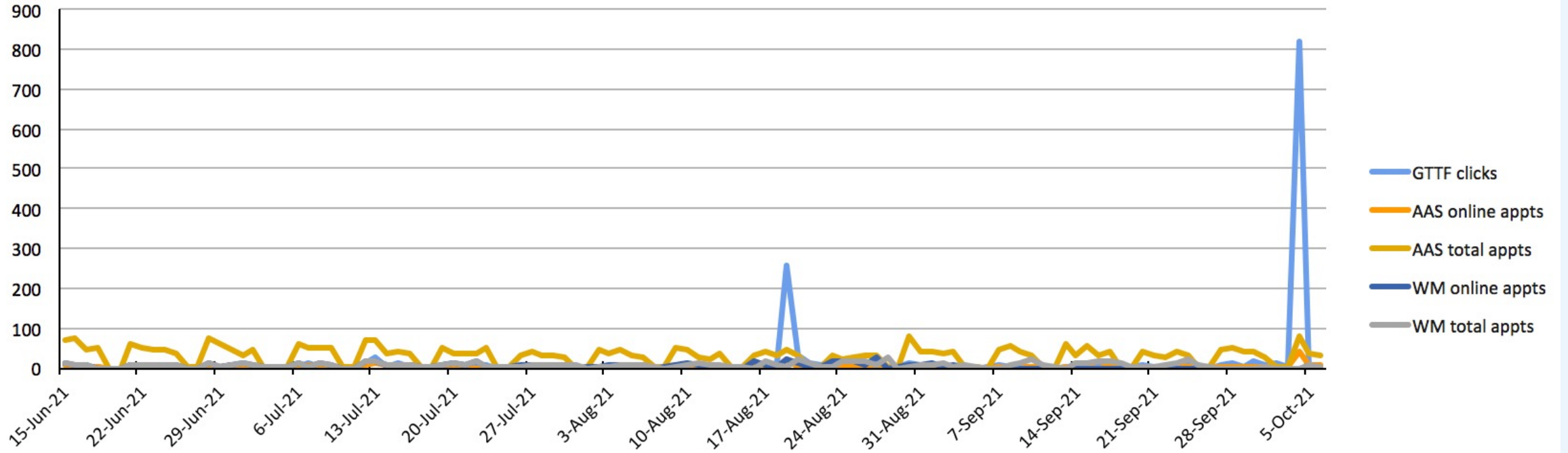
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Massachusetts: Text Message Campaign

- Partnership with the MA Department of Transitional Assistance & FindYourFunds.org
- 439k SNAP households in 6 languages

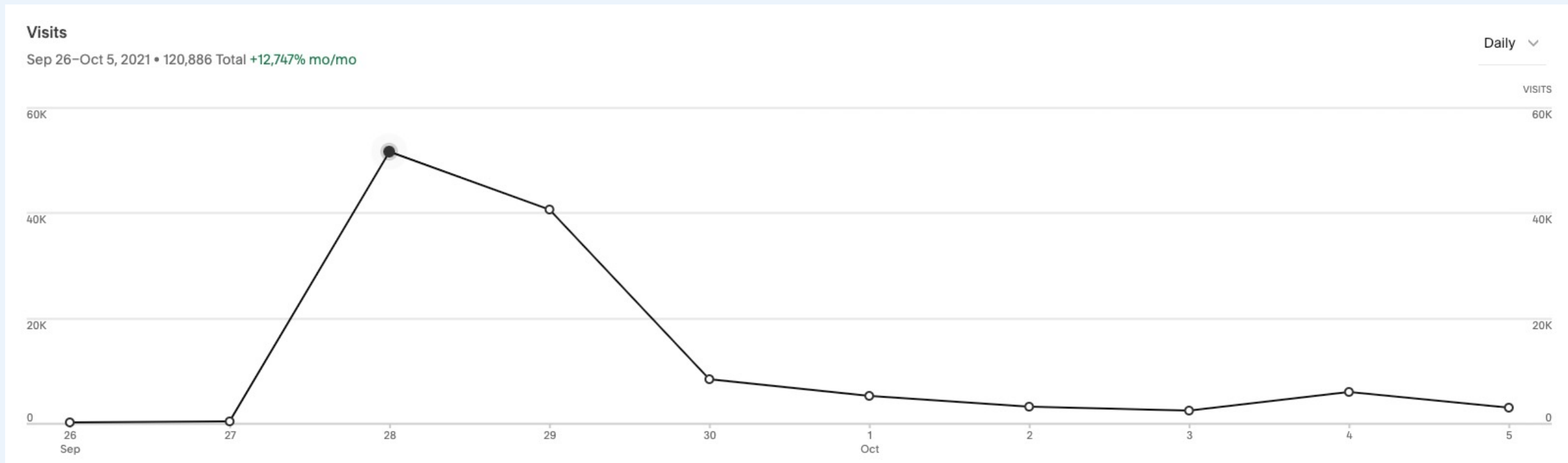
You might be eligible for more federal dollars, like missed stimulus payments or a Child Tax Credit up to \$300/month per child. You can apply today, even if you haven't filed taxes before.

File taxes or apply before October 15. This money does not count for DTA benefits. Learn

more: findyourfunds.org/funds2

Results

- 100,000 unique visitors to website; 64k views of Apply Page*
- 100-150 calls to the Boston Tax Help Coalition (up from 20-30 per week); other VITA sites reported increase in call volume

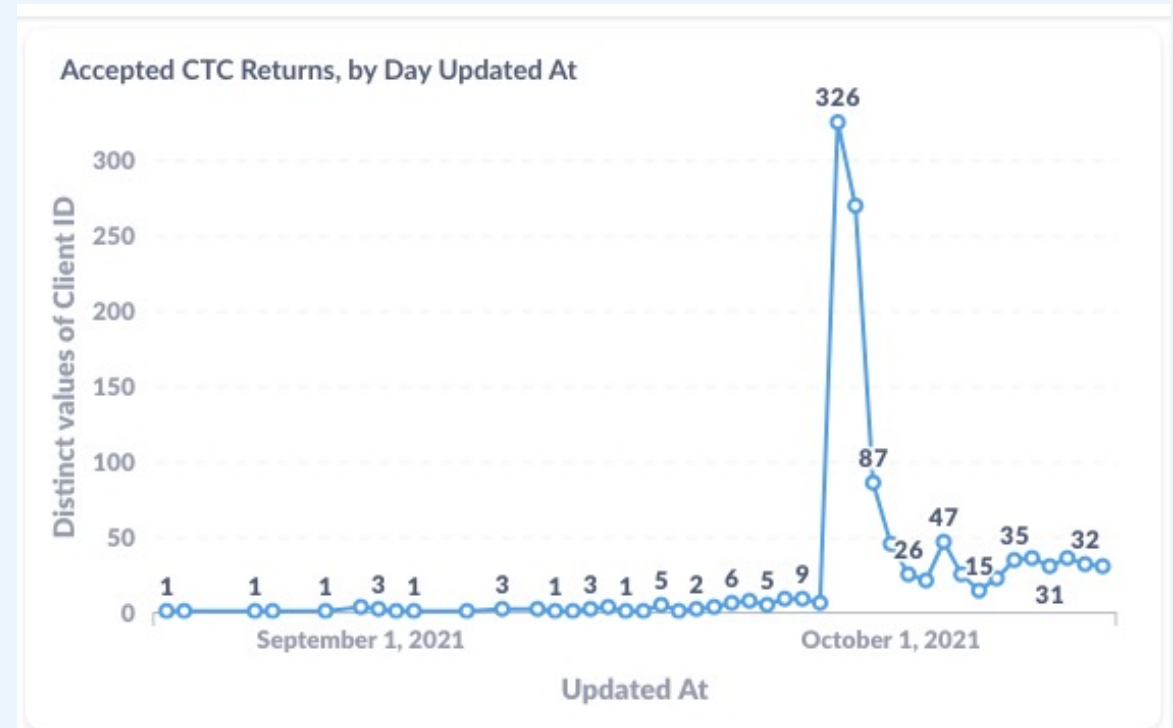


**over 1 week period from the text message*

GetCTC.org

Over 1 week period from the start of the text message:

- 849 accepted returns on GetCTC.org
- Estimated average refund: \$4,130.23
- Total \$ delivered: approx \$3.5M



**Unique URL added after text was sent out*

Text Campaigns: Example texts

- 160 characters: This is the (YOUR STATE) SNAP team. You might be eligible for federal dollars, like the Child Tax Credit of up to \$300/month per child. Sign up in minutes at getctc.org/
- Hi [FIRST NAME], this is [YOUR NAME] from [YOUR ORGANIZATION]. You could now get up to \$300 a month for each child in your family. This is your money to help with the costs of raising your kids. Sign up online at [URL]. Live help is available.
- Don't miss out on up to \$300 per month, per child, through the new Child Tax Credit. You are likely eligible, even if you don't usually file taxes, or earn little or no money. Sign up by November 15 at [URL].
- You might be eligible for more federal dollars, like missed stimulus payments or the Child Tax Credit of up to \$300/month per child. You can sign up today, even if you haven't filed taxes before, and even if you earn little or no money. Sign up in just 15 minutes at [URL].

**Don't forget to use a unique [GetCTC.org](https://www.getctc.org)
for each campaign, text, ad, and pilot.**

And let us know what you learn!

Thank you!