Creating a More Equitable Tax Code Through Advocacy 101!

February 15, 2017
2-3:30pm ET; 11am-12:30pm PT
Welcome

Carmen Shorter
Senior Manager for Learning, Field Engagement
CFED
Housekeeping

- This webinar is being recorded and will be available online within one week.
- All webinar attendees are muted to ensure sound quality.
- **Ask a question any time** by typing the question into the text box of the GoToWebinar Control Panel.
- If you experience any technical issues, email gotomeeting@cfed.org.
Keys to Success on Today’s Webinar

• Join from a **quiet space**
• Grab a **coffee** or snack and **settle in**
• **Engage!** Send us your **questions** and **comments** as you listen
• Create a **watch party** with your team to **listen & learn** together
Our mission at CFED is to make it possible for millions of people to achieve financial security and contribute to an opportunity economy.
How do we do it

We **push to expand** innovative practical solutions that empower low- and moderate-income people to build wealth.

We **drive policy change** at all levels of government.

We **support the efforts of community leaders** across the country to advance economic opportunity for all.
Taxpayer Opportunity Network Members...

• Participate in learning and advocacy opportunities
• Learn about the latest developments in the field
• Access valuable resources for volunteers, program managers and site coordinators
• Get discounts to Taxpayer Opportunity Network convenings

To join or learn more, go to: cfed.org/programs/taxpayer_opportunity_network
What’s in store for today?

- CFED Federal Policy Updates
- Expert Interview
- Field Advocacy Example: EITC Story Collection
- Q & A
- Close
Today’s Speakers

Rebecca Thompson
Project Director
Taxpayer Opportunity Network
CFED

Chad Bolt
Legislative Analyst
CFED

Janne Huang
Outreach Associate
Center on Budget and Policy Priorities
Welcome from TON

Rebecca Thompson
Project Director,
Taxpayer Opportunity Network
CFED
CFED’s Latest VITA Policy Updates

Chad Bolt
Legislative Analyst
CFED
Policy Brief: EITC Improper Payments

• Purpose:
  ▪ Respond to proposals that threaten to weaken the EITC in the name of “fraud reduction”
  ▪ Propose policy changes that reduce improper payments without making the credit harder to claim or less beneficial

• Proposals:
  ▪ Expand to workers not raising children
  ▪ Simplify “qualifying child”
  ▪ Establish minimum competency standards for paid tax preparers
VITA Bill

• Formally authorizes VITA grant program
• Allows up to $30 million a year
• Sen. Brown is main Senate sponsor
• Rep. Danny Davis in the House
In the Field Now: EITC Story Collection

Janne Huang
Outreach Associate
Center on Budget and Policy Priorities
The Get It Back Campaign

• National effort to connect eligible workers to tax benefits
• Promote the Earned Income Tax Credit, the Child Tax Credit, free tax preparation, and other tax benefits
• Provide outreach tools, trainings, and resources
Importance of the EITC

• 1 in 5 eligible workers doesn’t claim the tax credits they’ve earned

• This money lifts nearly 7 million families out of poverty, keeps children healthy, improves school performance, and increases earnings in the next generation
EITC Story Collection

• Lift the voices of EITC recipients
• Encourage other workers to file their taxes and claim the EITC
• Stories may be used in blogs, social media, and potentially traditional media
How To Submit Stories

• **Option 1:** Ask clients to fill out form online

www.eitcoutreach.org/stories
How To Submit Stories

• **Option 2:** Clients can leave us a voicemail or send us an email

![TELL US YOUR EITC STORY](image)

**TELL US YOUR EITC STORY**

1-888-744-EITC (3482)
eitcstories@cbpp.org

Leave us a voicemail or email with your name, number, and story and we’ll call you back

www.eitc outreach.org/stories/business-card/
How To Submit Stories

• **Option 3:** You can email us client stories
• Stories can be in any form: notes, basic outline, or completed stories

[Email Address: eitcstories@cbpp.org]
What Happens Next?

• Call every participant before sharing story publicly
• Compile stories into resource for our partners
Resources

Resources for Partners

Home > EITC Story Collection Project > Resources for Partners

Storytelling Home | Release Form | Interview Questions | Business Card

EITC Storytelling Tips

Download a summary of story collecting tips. Be sure to check out our interview questions.

www.eitcoutreach.org/stories/resources-for-partners/
Additional Resources

• Interview questions
• Release form
• Business Card

Media Release Form
[Note: For members of a household or family group, a form must be filled out for each person depicted or described in the participant’s story.]

General Consent

I, _____________________________, authorize Center on Budget Policy and Priorities (CBPP) and its partner organizations to use my photograph, interview, video and/or personal story
Thank You for Joining!
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Q & A

What questions do you have?
Share them in the Questions box!
Join the Network!

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Thank you!