

Resource Toolkit for County Leaders

Child Tax Credit Awareness Day | June 21, 2021



The [American Rescue Plan Act of 2021](#) includes a historic temporary investment in the Child Tax Credit (CTC), expanding both its size and its eligibility guidelines in 2021 and offering a new delivery option in the form of advance monthly payments. If all eligible families file for the credit, child poverty will be cut nearly in half during 2021.

The Biden-Harris is inviting county leaders to participate in a **Child Tax Credit (CTC) Awareness Day on Monday, June 21** to ensure eligible parents know about the American Rescue Plan's historic expansion of the Child Tax Credit and that those who did not file taxes in 2019 or 2020 can access this new resource by utilizing a new [Internal Revenue Service \(IRS\) portal](#).

As key partners with the federal government in designing and implementing social services and anti-poverty programs, county governments are uniquely positioned to perform education and outreach to connect vulnerable residents with the expanded CTC. The National Association of Counties (NACo) has assembled this toolkit of resources from NACo and our federal partners for county officials and county agencies to utilize on June 21 and beyond.

Share your outreach plans: Email the White House at IGA46@WHO.eop.gov!

Questions: Direct questions to Rachel Mackey, NACo's Associate Legislative Director of Human Services and Education, a rmackey@naco.org

Breaking down the CTC expansion and non-filer portal

- [White House CTC Landing Page](#)
- White House One Pager: [The American Rescue Plan Delivers Major Tax Relief for Families with Children](#)
- NACo blog: [Treasury to issue expanded Child Tax Credit payments beginning in July 2021](#)
- NACo webinar: [Reducing Child Poverty through the Child Tax Credit](#)
- IRS resource: [Frequently asked questions on the 2021 Child Tax Credit and Advance Child Tax Credit payments](#)
- IRS press release: [IRS unveils online tool to help low-income families register for monthly Child Tax Credit payments](#)
- White House Fact Sheet: [Biden-Harris Administration Announces Child Tax Credit Awareness Day](#)

Suggested CTC Awareness Day activities

- Host or join events, or Zoom calls, at family centers, houses of worship, community centers, and other places that families visit, and pitch to local media.
- Write/place an op-ed about the importance of the Child Tax Credit in your regional or local media outlet.

- Participate in a webinar with faith and community leaders to tell them about the Child tax Credit and how they can ensure access to the Child Tax Credit for members of their congregations/communities.
 - Partner with school districts, education leaders, and childcare centers to share information with parents.
 - Raise awareness via social media (post, tweet, partner with an advocacy org for an IG LIVE).
 - Join local and national broadcast to discuss the impacts of the CTC and how constituents can access and learn more.
 - Partner with local sports teams and celebrities to raise awareness of the Child Tax Credit through their social media channels, events, and other engagements.
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Outreach materials

- [Digital flyer](#) announcing Advance Child Tax Credit payments
 - [Digital Flyer](#): “Help is Here”
 - [Printable flyer](#) announcing Advance Child Tax Credit payments
 - White House One Pager: [The American Rescue Plan Delivers Major Tax Relief for Families with Children](#)
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Sample tweets

- The #IRS has launched a simplified online tool which will allow families not automatically enrolled in the program to receive the #ChildTaxCredit! Learn more at <https://ChildTaxCredit.gov>
 - #IRS has an online tool designed to help eligible families who don't normally file taxes register for monthly #ChildTaxCredit payments, scheduled to begin July 15. See: <https://go.usa.gov/x6NNT>
 - An #IRS tool helps people who earn too little to have a tax filing requirement to get advance #ChildTaxCredit payments and the Economic Impact Payment. See: <https://go.usa.gov/x6NNT>
 - An #IRS tool helps people who earn too little to have a tax filing requirement to get advance #ChildTaxCredit payments and the Economic Impact Payment. See: <https://go.usa.gov/x6NNT>
 - Eligible families who did not file taxes for 2019 or 2020 and didn't use the #IRS Non-filers tool for Economic Impact Payments can use an online tool to register for monthly #ChildTaxCredit payments. More at: <https://go.usa.gov/x6NNT>
 - While no action is needed by most families, #IRS has a tool to help those who don't file tax returns register for monthly #ChildTaxCredit payments. Learn more at <https://go.usa.gov/x6NNT>
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Sample messaging

1) The expanded Child Tax Credit provides major tax relief for nearly all working families.

- All working families will get the full credit if they make up to \$150,000 for a couple or \$112,500 for a family with a single parent (also called head of household).
- The Child Tax Credit has been expanded to \$3,000 per child 6-17 years old and \$3,600 per child under 6 for the year 2021
- Roughly 39 million households – covering 65 million children (nearly 90% of children in the United States) – will automatically receive the new child tax credit.

- Starting on July 15th and through the rest of the calendar year, payments will be monthly (via direct deposit for 80% of families and through the mail for the others) – at \$250 per child between 6-17 or \$300 per child under 6.
- The IRS has launched a simplified online tool which will allow families not automatically enrolled in the program to receive the Child Tax Credit – more information at www.ChildTaxCredit.gov

(2) Easy sign up for low-income families to cut child poverty in half this year

- Low-income families with children are eligible for this crucial tax relief – including those who have not made enough money to be required to file taxes. If a couple makes under \$24,800, a head of household makes under \$18,650, or a single filer makes under \$12,400, and they have not filed their taxes, there is a simple, easy tool to sign up for the Child Tax Credit. Learn more at www.ChildTaxCredit.gov.

(3) The current expansion is temporary and will need additional Congressional action to be made permanent