

# Resource Toolkit for County Leaders

## Child Tax Credit Expansion Outreach | 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.

Beginning July 15, enrolled families have begun receiving monthly payments of \$250 to \$300 for each child and to help families make ends meet. However, not all eligible families have signed up for the credit.

The Biden-Harris administration is inviting county leaders to:

- Ensure Americans know about this **major tax relief**—\$3,000 to \$3,600 per child—for nearly all families.
- Promote the need to **extend these expanded benefits, which are currently slated to expire after the 2021 tax year**
- Help **give children a lifeline out of poverty** by assisting eligible low-income families—who may have such low-incomes that they are not required to file taxes—in signing up for Child Tax Credit benefits using the non-filers sign-up tool.

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 for these efforts. A new [simplified sign-up tool](#), designed in collaboration between the White House, Department of Treasury, and Code for America, will make this process even easier.

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**Share your outreach plans:** Email [IGA46@who.eop.gov](mailto:IGA46@who.eop.gov) and cc [rmackey@naco.org](mailto:rmackey@naco.org) describing how you will commit to:

1. Raising awareness through your office and your official communication channels.
2. Leveraging program data and partnerships to target outreach to hard-pressed families.
3. Engaging communities with trusted messengers.
4. Using caseworkers to reach vulnerable families.

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### Breaking down the CTC expansion and non-filer portal

- White House Landing Page: [www.childtaxcredit.gov](http://www.childtaxcredit.gov)
- Simplified Child Tax Credit Filing Portal: [www.getctc.org](http://www.getctc.org)
- 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: [Child Tax Credit: New update address feature available with IRS online portal; make other changes by August 30 for September payment](#)
- Treasury press release: [Treasury, White House, and Code for America Host Launch New Bilingual and Mobile-Friendly Sign-Up Tool for Advance Child Tax Credit](#)

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### Suggested awareness 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 and training materials

For state and local leaders interested in ZIP Code-level data on eligible non-filers, Department of Treasury estimates are available [online](#).

- [Get CTC Social Media Toolkit](#)
- [Community Navigator Resources for Get CTC](#)
- [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](#)
- [Multilingual E-Posters from the IRS \(Spanish, Russian, Korean, Vietnamese, Chinese, Haitian Creole\)](#)

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### Sample tweets

- A new simplified online tool will allow families not automatically enrolled in the program to receive the #ChildTaxCredit! Learn more at [www.getctc.org](http://www.getctc.org)
- This online tool will help eligible families who don't normally file taxes register for monthly #ChildTaxCredit payments, scheduled to begin July 15. See: [www.getctc.org](http://www.getctc.org)

- Eligible families can still sign up to get expanded #ChildTaxCredit payments. Visit [www.getctc.org](http://www.getctc.org)
- Not sure if you qualify for the expanded #ChildTaxCredit? Use this new, mobile-friendly tool to find out! See: [www.getctc.org](http://www.getctc.org)

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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.getctc.org](http://www.getctc.org)

Field Code Changed

##### (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.getctc.org](http://www.getctc.org)

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