

Communication Plan for Taxathon 2018

January

- Jan. 1- Taxathon volunteers webpage goes live
- Jan. 21- Mayor's media advisory release to announce VITA sites open
- Jan. 22- Mayor's press conference and press release to announce VITA sites open
- Jan. 22 – Metro TV segment about VITA free tax prep
- Jan. 25 – Taxathon info added to LABC and RCS websites?
- Jan. 25- Social media kick off for Taxathon
- Jan. 25 – WLKY secured as media sponsor for Taxathon, including coverage leading up to the event, an event link on the WLKY website, Stephon Dingle as event emcee and live remotes at the event.
- Jan. 26 - Video tour of Taxathon site w/ Brittany
- Jan. 30- Brittany and Debbie will discuss Taxathon on WLOU weekly radio program
- Jan. 31- RCS' media advisory release announcing Taxathon
- Jan. 31 – Brittany and Erin appear on WAVE Country with Dawne Gee

February

- Feb. 1- ICYMI post for video tour + reminder that Taxathon begins tomorrow
- Feb. 2, 9 – 9:30 a.m. – Taxathon kickoff event featuring Stephon Dingle as emcee, local leaders, volunteers and a countdown clock
- Feb. 2- Photos and videos from site + information on how to make appointments, etc.
- Feb. 3- Continued photos and video from site + information on how to make appointments, etc.

Note: Event flyers, posters, decorations, props, music, movies, etc. all had a fun, superhero theme. A “goal thermometer” was used to track number of returns during the event.



PHOTOGRAPHY/MEDIA RELEASE

I, _____ hereby give permission for the Louisville Asset Building Coalition (LABC) and the partner agencies in this project to use my image in photograph and/or video as well as my comments in any and all of its publications, including website entries, without payment or any other consideration. I understand and agree that these materials will become the property of the Louisville Asset Building Coalition.

Print Name: _____

Sign Name: _____

Address: _____

City/State/Zip: _____

Phone #: _____

Email: _____

Parent/Guardian Signature if under 18

Louisville Asset Building Coalition Witness: _____

Date: _____

For LABC office use only: (Please describe content of picture such as date, location and event and/or describe how comments provided relate to programs and services.)

VITA Taxathon 2018

Help us tell your story and explain the impact of free tax preparation services on you and your family!

1. Tell us a little bit about yourself – employment, family, etc.
2. How were you filing your taxes before using VITA?
3. Why did you choose to start coming to our VITA site?
4. How do you typically use your tax refund? What are your plans for this year?
5. Anything else you would like to add?



2018 Taxathon Sponsorship Request

February 2nd and 3rd, 2018
Louisville Urban League, 1535 W. Broadway, 40203

Foundation Sponsors - \$2,000

- Logo on marketing materials distributed to community partners
- Display organizational banner at the event
- Key sponsor listing in all press releases/advisories
- Recognition in 2 social media posts w/link to your site
- Recognition in LABC newsletter and on website
- Invitation to representative to speak at event kick-off on Friday, February 2nd

Cornerstone Sponsors - \$1,000

- Logo on marketing materials distributed to community partners
- Recognition in press releases/advisories
- Recognition in LABC newsletter and website
- Recognition in 1 LABC social media posts w/links to your site

Groundbreaking Sponsors - \$500

- Logo on marketing materials distributed to community partners
- Recognition in press releases/advisories
- Recognition in LABC newsletter and website

Advocate - \$250

- Logo on marketing materials distributed to community partners
- Recognition in LABC Newsletter and website

Yes, we will sponsor Louisville Asset Building Coalition's 2018 Taxathon!

____ Foundation Sponsor - \$2,000

____ Groundbreaking Sponsor - \$500

____ Cornerstone Sponsor - \$1,000

____ Advocate - \$250

____ I would like to donate _____ in lieu of a sponsorship

Contact name _____ Organization _____

Total Amount \$ _____

Address _____

Phone _____ Email _____

Please mail form with payment (by check for full amount) to
Louisville Asset Building Coalition, 701 W. Ormsby Ave, Suite 200, Louisville, KY 40203
For more information, please call (502) 574-5972 or email brittany.sims@labcservices.org.



December 21, 2017

Brittany Sims, Program Director
Louisville Asset Building Coalition
701 W. Ormsby Ave, Suite 201
Louisville, 40203

To whom it may concern,

I am writing you concerning a sponsorship opportunity with Louisville Asset Building Coalition's 2018 inaugural Taxathon. The event will be held on February 2nd and 3rd at the Louisville Urban League. Louisville Asset Building Coalition (LABC) is a 501(c)(3) organization that is a broad public/private collaborative dedicated to promoting financial stability and asset building for individuals and families. By providing direct services and linkages to other community resources, LABC strives to build an economic foundation that will allow members of our community to reach their highest potential.

The coalition is committed to bettering its members and the community by leveraging the success of free tax preparation through the Volunteer Income Tax Assistance (VITA) Program and Earned Income Tax Credit (EITC) Campaign. LABC also provides a continuum of financial education resources and asset development initiatives for Metro Louisville and Jefferson County.

The Taxathon will be a 2-day, 24-hour marathon tax preparation event at the peak of tax season. Every year, there is a rush of taxpayers at the beginning of the season seeking to claim EITC. These are individuals and families that want to get their refunds back right and often, due to capacity, we lose them to paid preparers. We hope to serve 200 clients at this event, which we predict will return almost \$300,000 back to the community through refunds and \$40,000 through savings compared to using a paid preparer.

If your organization would like to participate in this year's event as a sponsor, please complete the attached request form and return it to me by January 12, 2018. If you have any questions, please contact me at brittany.sims@labcservices.org or 502-574-5972. Thank you for your time and consideration.

Sincerely,

Brittany Sims