

Taxathon Media Tips and Talking Points

1. Use numbers to pique the interest of reporters.

Basic format:

- We will provide *X* hours of free tax preparation with *X* volunteers to return an estimated *X* in refunds for *X* residents.

Example from Prepare + Prosper:

- It's 24 hours of tax preparation where volunteers will return more than \$700,000 in refunds for 200+ people during our busiest weekend of the year.

2. Highlight the fun aspects of your Taxathon to paint a picture of what reporters can capture.

Example:

- The Taxathon will include superheroes, a resource fair, raffles, and fresh popcorn.

3. Make a connection to tax reform to elevate your Taxathon's relevance and timeliness.

Example:

- We know people are concerned about the changes tax reform brings this tax season. Since *Organization Name* has provided free tax preparation for *X* years, we are committed and ready to help residents correctly file their taxes.

4. Emphasize tax filing accuracy.

Example:

- Our volunteer tax preparers must certify annually and have received special training on new tax law changes.

5. Express the impact and value of free tax preparation.

Example:

- Last year, *Organization Name* helped *X* taxpayers save an estimated *X* in tax preparation fees and returned *X* in refunds to the community.

Example from Prepare + Prosper:



- “Many low-income working families who anticipate receiving large tax refunds want to file early,” said Tracy Fischman, Prepare + Prosper executive director. “By adding hours this weekend, we are ensuring that more people can be served with high quality free tax assistance and financial services. This also means that fewer people will go to paid preparers, many of whom charge high fees and may sell unnecessary, sometimes harmful, financial products and services.”