

2021 Child Tax Credit

---

# Digital Community Activation CREATIVE TOOLKIT

A resource for families and communities | Non-filer signup deadline: November 15th, 2021



Your  
logo  
here.



United States  
**Census**  
Bureau

CENSUS  
OPEN  
INNOVATION  
LABS

CREATIVES  
FOR THE COUNT

## Let's get creative!

The [Child Tax Credit](#) can help lift children out of poverty. Spread the word in your community about how families can get economic relief *right now* by applying for the #ChildTaxCredit.

People trust what they learn from family and friends, so share what you know to encourage people to claim the credit by November 15.

---

According to the U.S. Census Bureau, there were 37.2 million people living in poverty in 2020, approximately 3.3 million more than in 2019. In 2020, about 5.6% of children were uninsured and 16.1% of children lived in poverty, marking an increase from 14.4% in 2019.

The expanded and improved Child Tax Credit is part of the [American Rescue Plan](#) and aims to help families raising children make ends meet. Experts estimate the [Child Tax Credit \(CTC\)](#) has the potential to cut child poverty in half, and is one of our nation's most powerful poverty-reducing tools.

According to Census Bureau's [Household Pulse Survey \(HPS\) results](#), monthly CTC checks issued since July are already linked to

a significant drop in the number of households with children that reported food insufficiency and trouble paying household expenses.

Community advocates, families, students, creatives and civic leaders can help spread the word about the [Child Tax Credit](#) to help [reduce child poverty across the nation](#).

Families that are eligible for the Child Tax Credit but don't sign up for advance monthly payments by the November 15th deadline can still claim the full credit of up to \$3,600 per child by filing taxes in 2022. Families in Puerto Rico are not eligible to receive advance payments this year. However, thanks to changes in the American Rescue Plan all eligible families with children in Puerto Rico will be able claim the full Child Tax Credit when they file taxes in 2022.

This toolkit will help activate the community and families to get the word out about the [Child Tax Credit](#).

**#GetCTC** | **#ChildTaxCredit** | **#CreditoTributarioPorHijos**

# Last-mile outreach

## Economic relief is here — Families can get the advance credit by Nov. 15th

Everyone can make a difference in getting out the word and encouraging families to sign up for the 2021 [Child Tax Credit by November 15th, 2021](#). Families can sign up at [GetCTC.org](#) to get the first half of their Child Tax Credit ([advanced payments](#)) by December. If they miss it, they have to wait until 2022 and file a full tax return to get the tax credit.

Research shows that oftentimes people only commit to things within the two weeks prior to a deadline. When people encounter information or news on social media, how much they trust the content is determined less by who creates the content than by [who shares it](#). The “sharers” act as unofficial ambassadors for the message or brand—the credibility of who shares the message or ‘call-to-action’ can influence people’s opinions and social behavior to take action.<sup>1</sup>

Local community members and families sharing the impact of the Child Tax Credit in their own lives can make a difference. Everyone can be creative, and it only takes two minutes to create a meme, a GIF, or a short video to post it on social media. Encourage your community to create and share how the Child Tax Credit has helped them!

[Census data tell us](#) that families that get the credit spend it on essentials. Families that need the money right now have two more weeks to claim an advanceCTC payment.

You can help generate awareness by creating compelling shareable digital content and posting on social media to spread the word in your community about claiming the [Child Tax Credit by November 15th](#).

<sup>1</sup> <https://www.americanpressinstitute.org/publications/>

# Encourage your community to sign-up

**Co-create shareable digital content to help spread the word!**

Many organizations leading outreach efforts to sign up families to receive the [Child Tax Credit](#) (CTC) have limited creative and/or digital capacity. Yet, as trusted voices, it is vital that their grassroots outreach efforts be amplified online to reach as many of their community members as possible, asking families to share their stories on how the CTC has helped them.

**Information is available in 7 different languages, other than English.**

[Español](#) | [中文 \(简体\)](#) | [中文 \(繁體\)](#) | [한국어](#) | [Русский](#) | [Tiếng Việt](#) | [Kreyòl ayisyen](#)

This toolkit helps bring together individuals and local communities in co-creating digital assets to share compelling stories on social media with the ultimate goal of amplifying community voices and increasing sign-ups of households to claim their [Child Tax Credit](#).

Organizations conducting outreach can get a unique URL to help track signups back to their campaigns. Please [reach out to Code for America](#) to get a custom URL.

# Why is it important?

The [CTC](#) helps stabilize the economy for everyone. When parents can afford basic expenses, kids do better — better health, higher educational attainment, higher future earnings, lower stress levels. Tax benefits lift more families out of poverty each year than any other economic support program, and help parents get back to work by paying for things like reliable transportation and child care. For the first time, even families that have very low incomes and were not required to file their taxes, like disabled parents and grandparents raising grandchildren, can claim this credit.

Millions of low-income families are at risk of missing out on billions of dollars in these benefits. The most common reasons families might miss these benefits are because they aren't required to file a tax return and don't know they can get the credit, they don't have access to filing resources, or they mistrust the system. Outreach alone isn't enough to solve the problem, families and communities need to tell their story and encourage others to sign up, too.

The [Child Tax Credit](#) provides eligible families \$3,000 a year for each child between 6 and 17, and \$3,600 per year for each child aged 5 and under. Married couples making less than \$150,000, single filers making \$75,000, and heads of households making \$112,500 a year can receive the full payment. Half of the CTC is currently paid out in monthly payments and the other half will be paid out when families file their 2021 tax returns. Families filing just before the November 15 deadline will receive half their CTC in one payment on December 15 (for example, \$1,800 for one child aged 5 or younger).

# The Goal

Every family can help build awareness and understanding of the CTC in their communities to help ensure that millions more families across the nation can easily receive their Child Tax Credit and understand how it benefits them. They need to share their stories.

Local communities can help engage their friends and neighbors who may be eligible but have not yet filed taxes or those families who are non-filers (those that don't usually file tax returns).

You can play a part in activating your community and help advocates and trusted voices co-create compelling shareable content that engages and educates people about the Child Tax Credit deadline for non-filers — November 15th, 2021.

**Join government, civic leaders, and community organizations across the country in raising awareness of the Child Tax Credit today and in the days and weeks ahead. Families who are not automatically receiving monthly Child Tax Credit payments can still enroll — the deadline to sign up is November 15.**

# Share the impact

## Child Tax Credit payments substantially reduce hardship for working families

- Close to 4 in 10 U.S. families could not afford an unexpected \$400 expense before the expanded CTC. This monthly credit gives families a little more breathing room.<sup>2</sup>
- Three in 10 families that received monthly Advance Child Tax Credit (CTC) payments spent them on kids' school expenses, and 1 in 4 families with young children used them to cover child care costs, according to new results from the U.S. Census Bureau's [Household Pulse Survey \(HPS\)](#).
- [According to the IRS](#), about 36 million eligible families are receiving monthly payments of up to \$300 for each child under age 6 and up to \$250 for each child ages 6 to 17. These payments will continue every month through December.
- The share of respondents that reported "mostly spending" them increased from 27% to 33% during that period, in line with prior research that found that the [CTC decreased household economic hardships](#), and that [households with children were hardest hit during the pandemic](#). [Respondents were allowed to pick more than one thing they spent it on.]
- Around half of CTC recipients reported [spending](#) at least part of it on food and about 4 in 10 on rent, mortgage or utilities.<sup>3</sup>
- The share of parents who missed [mortgage or rent payments](#), and the share of parents who reported having difficulty with expenses fell with the delivery of the first CTC payment.<sup>4</sup>
- Food insufficiency among all families with children [fell by 24% immediately after the first CTC payments went out](#).<sup>4\*</sup>
- A recent analysis found that initial Child Tax Credit payments reduced food insufficiency among [low-income families with children by 25%](#).<sup>5</sup>

\*[Learn more](#) about food insufficiency vs. food insecurity.

<sup>2</sup> [census.gov/training-workshops/Child Poverty, Child Tax Credit](https://www.census.gov/training-workshops/Child-Poverty-Child-Tax-Credit)

<sup>3</sup> <https://www.census.gov/library/stories/CTC>

<sup>4</sup> <https://www.census.gov/data/household-pulse-survey>

<sup>5</sup> [treasury.gov/news/press-releases/](https://treasury.gov/news/press-releases/)

## **Spending Varies by Ages of Children**

- Families with at least one school-age child were more likely to spend the CTC on school expenses than families with only children under 5 years old. But families that only had young children were much more likely to spend it on child care — 1 in 5 in late July and 1 in 4 from early August to late September.
- Although small, the increase in use of the CTC for child care among families with young kids between late July (22%) and late September (26%) may be linked to the beginning of the school year and parents' work.
- Families used the first three CTC payments to cover basic expenses, like food and rent that benefit everyone in the household. More specifically to cover children's school and child care expenses, especially as the school year began.

## **How Families Are Using Monthly Child Tax Credit Payments**

The chart below shows how families used the first and second round of the child tax credit payments, according to the [U.S. Census Bureau's Household Pulse Survey<sup>6</sup>](#):

Food	20.2%
Utilities	11.9%
Clothing	12.0%
School Supplies	9.8%
Debt	8.0%

<sup>6</sup> [Table 1. Child Tax Credit Payment Status and Use, by Select Characteristics , U.S. Census Bureau](#)

## Different Spending by Race and Hispanic Origin

- The share of non-Hispanic White, non-Hispanic Black and Hispanic families that used the CTC for school-related expenses increased from July through early September. However, non-Hispanic Black and Hispanic families used the CTC for school expenses in much higher proportions than non-Hispanic White households.
- An estimated 4 in 10 Black families (42%) and 3 in 10 Hispanic families (31%) used the CTC for school expenses, compared to about 1 in 4 non-Hispanic White families (26%).

## What you should know

### The Child Tax Credit (CTC) is transformative

The CTC helps almost all families in our country — whether to pay for rent, food, school supplies, or to save for college.

- \$3,600 total for every child under 6 years old (up from \$2,000)
- \$3,000 total for every child 6 - 17 years old (up from \$2,000)
- CTC payments will not count as income and will not affect a family's eligibility for programs such as SNAP, TANF, Public Housing, Medicaid, or CHIP.
- CTC payments are not counted toward the evaluation of the Public Charge rule for immigrant families.<sup>7</sup>

### Who is eligible to claim the Child Tax Credit?

Families with children in their household can receive the Child Tax Credit, even if they make little or no money. Families that are non-filers, meaning they neither filed tax returns nor gave the IRS their information for stimulus checks, can claim their child tax credit through GetCTC.org, a simplified tax filing portal developed by Code for America in collaboration with the White House and U.S. Department of Treasury.

- All eligible families — single filers making up to \$75,000, joint filers (married couples) making under \$150,000 or head of household making \$112,500— can get the advanced payment of the Child Tax Credit in 2021.

<sup>7</sup> • <https://www.uscis.gov/archive/public-charge-fact-sheet>

- Families can sign up for the Child Tax Credit [even if they have little to no income or receive other federal benefits](#).
- If you didn't file a tax return for 2019 or 2020, and never claimed your stimulus payments, you can submit your information through [GetCTC.org](#), a simplified tax filing portal, and get your payments.
- If you earned less than \$12,400 (or less than \$24,800 if married), you have until November 15 to sign up via GetCTC.org, a simplified tax filing portal to get the Child Tax Credit, receive a missing stimulus payment, and get cash now.
- A '[qualifying child](#)' is an individual who was born on or before January 1, 2004, and is a son, daughter, stepchild, eligible foster child, brother, sister, stepbrother, stepsister, half-brother, half-sister, or a descendant of the claimant (for example, a grandchild, niece, or nephew).
- Your '[main home](#)' can be any location where you regularly live — may be your house, apartment, mobile home, shelter, temporary lodging, or other location. It doesn't need to be the same physical location throughout the taxable year. You don't need a permanent address to get these payments. If you are temporarily away from your main home because of illness, education, business, vacation, or military service, you are generally treated as living in your main home.
- Non-filers may be:
  - Low income – individuals with annual incomes less than \$12,400 filing single or \$24,800 filing jointly, who are not required to file taxes.
  - [SNAP, TANF, WIC, Medicaid recipients](#)
  - Racial and ethnic minorities
  - Non-English speakers
  - Incarcerated
  - Living in rural communities
  - Experiencing [homelessness](#)
  - Immigrants or living in [mixed immigration status families](#)
- Still not sure about CTC eligibility? Use the [CTC Eligibility Assistant](#)

## How do families get the Child Tax Credit?

If a family has submitted a [2019](#) or a [2020 tax return](#), or used the IRS Non-filer Portal in 2020 to claim stimulus payments, then the IRS has enough information to send families the Advance Child Tax Credit payments automatically.

- If a family has not filed a tax return, they have until November 15 to still sign up to get the first half of the Child Tax Credit in December. After that, they have to file a tax return in 2022 to get the full credit.
- If a family has already filed a 2019, or a 2020 tax return, they don't have to do anything.
- If the IRS has received banking information from other sources, [payments will be sent as a direct deposit](#). If not, the advance Child Tax Credit payments will be sent by regular mail.
- Advance [Child Tax Credit payments](#) are currently disbursed in monthly installments (July 15, 2021 through December 2021). Households that have not yet claimed their credit can do so by November 15th and will receive a lump sum amount in December — covering the first 6 months.
- Families in Puerto Rico are not currently eligible to receive advance payments this year. However, thanks to changes in the American Rescue Plan all eligible families with children in Puerto Rico will be able claim the full Child Tax Credit when they file taxes in 2022.

## What non-filers need to sign up

Families just need to set aside a few minutes to apply through [GetCTC.org](#) (the non-filer sign-up tool) — they just need:

- A reliable [mailing address](#)
- Phone number or email address
- [Children's Social Security numbers](#) - If your child has an Identity Protection PIN (IP PIN) have it handy. You can [get an IP PIN here](#).
- [Adults' Social Security number or Individual Taxpayer Identification Number \(ITIN\)](#)
- Bank account information (if you want to receive your payment by direct deposit)

# Myth Busters

- There is [no minimum income required](#) to get the CTC for tax year 2021. Even if you have \$0 in income, you can still receive advance Child Tax Credit payments. In the past, families needed to have earned income, but this year they don't.
- Families should file even if they owe money. Advance Child Tax Credit **payments** [will not be reduced \(offset\) for overdue taxes](#) from previous years or other federal or state debts that you owe. While the rest of your refund may be reduced in 2022, it helps pay down your debt so that you can get the full credit in future years.
- Families don't have to pay it back (it's not a loan). There are [protections in place](#) so you won't have to pay this money back even if there was a mistake or a change in your circumstances as long as your 2021 income is less than \$40,000 (\$60,000 for married couples or \$50,000 for heads of households).
- Advance Child Tax Credit [payments are not taxable, or considered income](#) and will not be reported as income on your 2021 tax return.
- The CTC [does not impact your eligibility for other federally-funded benefit programs](#), such as SNAP, Medicaid, SSI, TANF, Public Housing or other public benefits. Tax credits are not considered earned income.
- Documented immigrants with green cards are eligible; as well as citizen children of undocumented parents are eligible. Receiving the Child Tax Credit or other Federal tax credits that you are eligible for [will not affect your immigration status](#), your ability to get a green card, or your future eligibility for immigration benefits. The Child Tax Credit, or other tax credits are not considered in the evaluation of the Public Charge Rule.
- If the child does not have a Social Security number (SSN), taxpayers who are parents or primary caretakers of a qualifying child will need a [Taxpayer Identification Number \(TIN\)](#) to claim the child as a dependent. [TINs are issued by the IRS](#) for individuals who do not qualify to have an SSN (issued by the Social Security Administration). TINs are used only for tax filing purposes and do not authorize an individual to work or claim other benefits. The IRS has strict rules in place in order to protect taxpayers information and are not authorized to share this information with any other agency or third party.
- In addition to a house, apartment or mobile home, a [qualifying home](#) can also be a shelter, temporary lodging or other location. It doesn't need to be the same physical location throughout the year.
- The federal government [doesn't initiate contact with individuals by email, text messages, or social media channels](#) to request personal or financial information – even information related to advance Child Tax Credit payments.

# Start Creating

**Create a GIF, meme, video, or digital poster — and share!**

**1**

## **Brainstorm.**

Brainstorm visuals, key messages, social media posts, compelling stories, or testimonials that you would like to share. Search online for #CTC, #ChildTaxCredit or #GetCTC to get inspired.

**2**

## **Create.**

Turn your ideas into tangible media assets using the digital tools listed below. Come up with a meme, GIF or video. Non-digital assets like posters and other print materials also count!

**3**

## **Share.**

Upload your creations to your social media channels and tag your family, friends, neighbors and colleagues. Tell others to do the same!

### **Come up with at least one social media asset to post on your favorite channels**

Communicate key messages to spread the word about the Child Tax Credit on social media and how it has helped families across the nation. Encourage your community to share their stories!

---

# Simple-to-use tools

→ Try simple graphic design tools and ready-to-use templates like:

[Canva.com](https://canva.com) | [spark.adobe.com](https://spark.adobe.com)

→ Free-to-use Online Meme Makers

- [ImgFlip](#)
- [Filmora](#)
- [Wondershare](#)
- [Quickmeme](#)
- [MemeGenerator](#)
- [Imgur](#)
- [Make a Meme](#)
- [iLoveIMG](#)
- [Meme Creator](#)
- [DIYLOL](#)

→ Free-to-use photography and stock images

- [Unsplash](#)
- [Gratisography](#)
- [Morguefile](#)
- [Pixabay](#)
- [Stockvault](#)
- [Pexels](#)
- [Picjumbo](#)
- [Pikwizard](#)
- [Rawpixel](#)
- [Reshot](#)

→ For icons, try [the noun project.com](https://thenounproject.com)

→ For social media image size specs, try [Sprout Social's Social Media Sizes Guide](#)

# Keep in mind...

→ Shareable content includes

- Videos
- Profile portraits and banners
- Posts should include image + text
- Memes, GIFs, videos
- Digital or print posters

→ Formats

- For static files: image/jpeg, image/jpg, image/png, image/gif, .eps, .psd, .ai, .indd, .sketch
- For editable files: Photoshop, Illustrator, InDesign, AfterEffects, Sketch, Canva

→ Languages

- Consider creating assets that are in languages other than English. Detailed information and FAQs are available in [8 different languages!](#)
- If you're bilingual, translate content into other languages.

→ Consider licensing and permissions of images— use common sense and attribution.

#GetCTC | #ChildTaxCredit | #CreditoTributarioPorHijos

# Get inspired

Get inspired with [creative content from the 2020 Census](#) and help activate your community to share stories about how families can benefit right now from the Child Tax Credit—especially, to reach the most underserved and vulnerable communities.

Check out the [bank of content](#) generated from hundreds of [2020 Census create-a-thons](#)—from animated GIFs to videos, memes and comics—and all of the different messages that motivated [hard-to-count communities](#) to get out the count in 2020.

You can adapt this same model to get out the word about [CTC](#) to those same communities and populations.

Now, families can see how their responses to the 2020 Census directly impact their lives and economic well-being. When families are seen and counted it increases the likelihood of getting the resources they need for their communities.

**Check out other social media toolkits you can leverage to create content!**

[UnidosUS](#) | [GetCTC.org](#) | [Head Start Social Media Toolkit](#)

**People trust their friends and families. You can be a trusted voice in amplifying national and local advocacy efforts by spreading the word to as many communities as possible so they can receive this much needed relief to lift children and families out of poverty.**

**ARE YOU RECEIVING THE ADVANCE CHILD TAX CREDIT?**

You may be eligible even if you didn't file taxes last year!

Give us a call for assistance signing up:

- 907.373.2628
- specialist@connectmatsu.org

Connect Matsu  
Local support for local needs

**ZUNAWI**  
ACCOUNTING & TAX SERVICES  
THE FUTURE OF BUSINESS

Envia mensaje por wassapp para más información al  
787-587-3615  
787-298-0480

**714,000**  
Oregon kids benefit from the Child Tax Credit.

*Let's make it permanent.*

# CHILD TAX CREDIT PAYMENTS ARE COMING TO HELP!

\$300/mo: kids under 6 | \$250/mo: kids 6-17

MomsRising.org  
MamásConPoder.org

New Child Tax Credit Available for Non-Filers

Have You Gotten Your Child Tax Credit Yet?  
You could get up to  
**\$3,600 per child & under age 6**      **\$3,000 per child ages 6-17**  
from the IRS

American Rescue Plan  
**Child Tax Credit**  
**\$3,000 to \$3,600**  
per child for nearly all working families.

**Financial support for your family is here**

Sign up now for the Child Tax Credit!

- Almost all families are eligible
- It's not a loan - you don't have to pay it back
- If you file taxes, you'll receive it automatically
- Even if you haven't filed taxes, you can still claim the money

You can receive up to:  
**\$3000** Per child over 6  
**\$3600** Per child under 6

[GetCTC.org](http://GetCTC.org)

**Everybody who's trying to raise a kid in New York knows how expensive it is. The #ChildTaxCredit is designed to help. This cash will help families get the car fixed, keep up with their bills, and put food on the table. It's the real deal.**

**CRÉDITO TRIBUTARIO POR HIJOS**  
VERIFICA SI CALIFIAS PARA RECIBIR LOS PAGOS ADELANTEADOS

PADRES ADOPTIVOS, ABUELOS, TÍOS U OTROS PARIENTES PUEDEN SER ELEGIBLES.

**FUTURO TAX**

## ATTENTION PARENTS!

More than 3 million children live in households that could be at risk of missing out on the child tax credit.

#CareForAllChildren

Child tax credit payments have already lifted **3.5 million** American children out of poverty

CHRIS VAN HOLLEN  
U.S. SENATOR FOR MARYLAND



FLORIDA POLICY INSTITUTE

127,299 Florida children are at risk of losing out on the new CTC payments.

A new, simple online portal makes it easy for their families to apply:

[www.GetCTC.org](http://www.GetCTC.org)

Don't miss out on money to help your family!

Get up to \$300 per child with the child tax credit

File your taxes to claim these credits.

QUESTIONS? CONTACT US:  
Call (800) 593-8222  
[GetAheadLA.org](http://GetAheadLA.org)

"This is an exciting moment for families, for children, for early childhood professionals and our nation, one that has the potential to create a brighter future for generations to follow."

- Start Early President Diana Rauner

START EARLY  
Champions for Early Learning

Katelynne will receive \$600 monthly until December 2021, and will get the remainder next tax season. Besides daycare, she'd like to use the money for transportation and to start her emergency fund.

Learn more at [bit.ly/3AMyM6E](http://bit.ly/3AMyM6E)

"I feel like making the [expanded] Child Tax Credit permanent will help out a lot of people. By summer, most people have already depleted their tax refund."



New Yorkers with children are receiving monthly payments through the Advance Child Tax Credit.



If you have questions or need help signing up, contact CUCS Connects. Our staff is here to help!



Child Tax Credit: Why You May Want To Opt Out & How To Do It



## The Child Tax Credit

\$3,000 to \$3,600 per child for nearly all working families

Automatic monthly payments for nearly all working families

[CHILDTAXCREDIT.GOV](http://CHILDTAXCREDIT.GOV)



**Last chance to receive the Child Tax Credit this year!**

**Sign up by November 15.**

**88%**

Roughly 39 million households, covering **88% of children** in the US, will automatically receive Child Tax Credit payments.



**Kim Ford, CEO, Martha's Table, on the power of cash assistance as a way to support families**

1:15 | 217 views

**Each family is different**  
An IRS reminder to foster parents, grandparents, aunts or other relatives that they may be eligible for advance Child Tax Credit payments.

[irs.gov/childtaxcredit2021](https://irs.gov/childtaxcredit2021)

**El crédito tributario por hijos**

- \$3,000 a \$3,600 por niño**  
para casi todas las familias trabajadoras
- Pagos mensuales automáticos**  
para casi todas las familias trabajadoras

[CHILDNTAXCREDIT.GOV](https://childtaxcredit.gov)

**The Child Tax Credit Update Portal enables families to unenroll from monthly payments.**

[irs.gov/childtaxcredit2021](https://irs.gov/childtaxcredit2021)

**#CalEITC is a cash-back refund.** If you have a **young child under 6 years of age**, you could qualify for up to **\$1,000 dollars more.**

[www.MyFreeTaxes.org](http://www.MyFreeTaxes.org)



The expanded Child Tax Credit in Washington state:

Reaches 1.3 million kids.  
Provides an average monthly household payment of \$430.



Sign up at  
[getetc.org](https://getetc.org)  
by November 15, 2021!



Crédito tributario por hijos de 2021: Tres pasos para obtener sus pagos adelantados

La mayoría de las familias elegibles recibirán automáticamente los pagos mensuales. Para todos los demás, aquí hay tres pasos para obtener sus pagos.

NAACP

**UNDERSTANDING THE EXPANDED CHILD TAX CREDIT:  
ENROLLMENT TRAINING SO YOU DO NOT MISS OUT ON MONTHLY PAYMENTS**

**Freedom Tax & Accounting Service**  
It's not too late for low-income families...  
**TO SIGN UP FOR ADVANCE**

**CHILD TAX CREDIT PAYMENTS**

#childtaxcredit2021



**“**  
Con la llegada hoy a las cuentas bancarias de esta ayuda, las familias latinas trabajadoras podrán poner comida en la mesa, pagar sus facturas y aliviar el estrés de tener que luchar cada mes para ganar suficiente dinero para mantener a sus hijos.

# Images

## Images, Graphics, Content Banks





Produced at U.S. taxpayer expense.



Produced at U.S. taxpayer expense.



Produced at U.S. taxpayer expense.





Don't forget to claim  
the dollars your family deserves

Produced at U.S. taxpayer expense.



Are you eligible for the Child Tax Credit?

Produced at U.S. taxpayer expense.



Is your family missing out on  
tax credits or stimulus money?

Produced at U.S. taxpayer expense



¿Recibió su familia todos los pagos  
de estímulo y los créditos tributables?

Producido por el Seguro Social con fondos de los contribuyentes de los EE. UU.



## ¿Tiene derecho al Crédito tributario por hijos?

Producido por el Seguro Social con fondos de los contribuyentes de los EE. UU.

These shareable graphics above were produced by the [Social Security Administration](#). Check out their Campaign Hub at: <https://www.ssa.gov/agency/campaigns/ctceip/>

#GetCTC | #ChildTaxCredit | #CreditoTributarioPorHijos

## Videos



# Payments: up to...

**\$300**

Younger  
than  
age 6



**\$250**

Ages  
6 to 17



0:19 / 1:04



**Don't need  
to have  
income**



**Qualify even  
if you don't  
normally  
file a  
tax return**



0:14 / 1:15



See more [short format informational videos](#) from the Internal Revenue Service (IRS).

# Cheat Sheet

## 2021 Child Tax Credit — Income Limits

Who qualifies	Adjusted Gross Income (AGI)
Single filer	An AGI of \$75,000 or less to qualify for the full amount
Head of household	An AGI of \$112,500 or less to qualify for the full amount
Couple filing jointly	An AGI of \$150,000 or less to qualify for the full amount
Non-filer	Will have until Nov 15th to sign up at GetCTC.org or will need to file a tax return in 2022 to get the payment.

## 2021 Child Tax Credit — Dependent Age Limits

Dependent Age	Payment Amounts
Ages 5 and younger	Up to \$3,600 per child, with half of credit as \$300 monthly payments
Ages 6 to 17	Up to \$3,000 per child, with half of credit as \$250 monthly payments
Age 18	\$500 one-time check in 2022
Ages 19 to 24, full-time college students	\$500 one-time check in 2022

# Key Messaging

## Key Websites and Links

[ChildTaxCredit.gov](#)

[GetCTC.org](#) NonFiler Sign-Up Tool, mobile-friendly and bilingual ([English](#) | [Spanish](#))

[GetYourRefund](#) ([English](#) | [Spanish](#))

## Factsheets

[CTC Explainer](#)

[How Has the CTC Changed this Year?](#)

[Spread the Word on the CTC](#)

## Key Messaging

- The [American Rescue Plan](#) expanded the [Child Tax Credit](#) for 2021 to get more help to more families. If you haven't yet signed up for this year's payments, it's not too late—the **deadline is November 15**. You can find out more at [ChildTaxCredit.gov](#) and [getCTC.org](#).
- Since the first payments were sent in July, the IRS has delivered tens of billions of dollars to families including more than 60 million children each month.
- The credit increased from \$2,000 per child in 2020 to \$3,600 for each child under age 6. For each child ages 6 to 16, it's increased from \$2,000 to \$3,000. It also makes 17-year-olds eligible for the \$3,000 credit. And now, you can get the credit for every child; before it was limited to two children.
- To get money to families sooner, the IRS is sending out half of the 2021 Child Tax Credit payments as a lump sum amount—covering the first 6 months (July through December 2021)—for households that have not yet claimed their credit, right in time for the holiday season. However, families must sign up by November 15th to get the advanced CTC. Families in Puerto Rico are not eligible for advance payments but can file to receive the full credit in 2022.
- For the first time in our nation's history, American working families are receiving monthly tax relief payments to help pay for essentials like doctor's visits, school supplies, and

groceries. This major middle-class tax relief is a step in reducing child poverty and is a remarkable economic and moral victory for America.

- The CTC is directly helping families care for children. Within weeks of the first payments going out, the Census Bureau's Household Pulse Survey data showed that 55% of middle-income families spent their Child Tax Credit payments on food, 26% spent it on clothes, and 23% spent it on costs related to school and afterschool.
- Studies indicate the #ChildTaxCredit will have a long-term positive impact for the entire U.S. by improving children's health, education, and future earnings. A national survey from researchers at the Social Policy Institute found that 24% of middle-income families planned to use their CTC payments for childcare expenses and almost 50% planned to buy food for their family.

## Social Media Copy

- If you are eligible for the #ChildTaxCredit but don't sign up for advance monthly payments by the November 15 deadline, you can still claim the full credit of up to \$3,600 per child by filing your taxes next year. Go to [GetCTC.org](#)
- The #CTC helps almost all families in our country — whether to pay for rent and food, or to save for college. Go to [GetCTC.org](#) by November 15th.
- Get the first half of your #ChildTaxCredit, \$1500 per child and \$1800 per child under six, in December. Go to [GetCTC.org](#) to learn more and apply before November 15th.
- Whether it's groceries, child care, or school supplies, you could get up to \$1800 per child in December and the same again next year. Find out more about the #ChildTaxCredit and how to get your payments. Sign up at [GetCTC.org](#) by November 15th.
- You might be eligible for more federal dollars, like missed stimulus payments or a #ChildTaxCredit up to \$1500 per child (\$1800 per child under 6 yrs of age), in December. You can apply today, even if you haven't filed taxes before. This money does not count as income. File taxes or apply before November 15. Go to [GetCTC.org](#)
- Families can get up \$1500 in December for each child in the family, \$1800 for each young child under 6. This is money to help with the costs of raising your kids. Sign up online by November 15th at [GetCTC.org](#). Live help is available. #ChildTaxCredit
- If you claim your #ChildTaxCredit by Nov. 15, your family can get a lump sum from the past 6 months in time for the holiday season. Sign up online at [GetCTC.org](#) #GetCTC

- Parents may be eligible for more federal dollars because of recent laws. You can apply for stimulus payments and the #ChildTaxCredit even if you haven't filed taxes before or are struggling with unemployment. This money doesn't count toward other federal benefits. Learn more here: [GetCTC.org](#) #GetCTC
- Since the first payments were sent to families in July, the federal government has delivered tens of billions of dollars to families including more than 60 million children each month. Sign up online at [GetCTC.org](#) by November 15th to get your payment in December.
- The #ChildTaxCredit is helping families care for children. The Census Bureau's Household Pulse Survey showed 55% of middle-income families spent their first payments on food, 26% spent it on clothes, & 23% spent it on costs related to school. This is public policy for families. [GetCTC.org](#) #GetCTC
- For the first time in our nation's history, working families are receiving monthly tax relief payments to help pay for essentials like doctor's visits, school supplies, and groceries. The expanded #ChildTaxCredit can lift children out of poverty. Sign up at [GetCTC.org](#) by Nov 15. #GetCTC
- Only 2 weeks left to enroll non-filers for advance #ChildTaxCredit payments, as we get closer to the November 15<sup>th</sup> deadline. Sign up online at [GetCTC.org](#). #GetCTC
- For the first time in our nation's history, American working families are receiving monthly tax relief payments to help pay for essentials like doctor's visits, school supplies, and groceries. Sign up online by Nov 15 at [GetCTC.org](#). #GetCTC #ChildTaxCredit
- Millions of families are at risk of missing out on billions of dollars for kids across our nation. For families that had little or no income, this is the first year they are eligible. Learn more: [GetCTC.org](#) #ChildTaxCredit

### **Español - Contenido para redes sociales**

- ¿Tiene hijos y no sabe que puede recibir su pago de Crédito Tributario Por Hijo? Puede tener derecho para pedir el pago del Crédito tributario sin presentar impuestos, informese y reclame el dinero que se merece. Vaya a [GetCTC.org/es](#) #CreditoTributarioPorHijos
- Reclame su Crédito Tributario por Hijo y su pago de estímulo faltante, aunque no tenga sus formularios tributarios. Vaya a [GetCTC.org/es](#) #CreditoTributarioPorHijos

- Ponga dinero en efectivo en el bolsillo de su familia cada mes para las cosas que usted necesita, aún si usted tiene muy pocos ingresos o no tiene ingresos. Vaya a [GetCTC.org/es](#) #CreditoTributarioPorHijos
- En general, los niños de su familia califican para el #CreditoTributarioPorHijos si son menores de 18 años y viven con usted la mayoría del tiempo. Vaya a [GetCTC.org/es](#)
- Puede recibir el #CreditoTributarioPorHijos si tiene hijos, aún si tiene muy pocos ingresos o no tiene ingresos. Vaya a [GetCTC.org/es](#)

## **PSA Script Example**

- Since July, the families of more than 60 million American children have received monthly advance Child Tax Credit payments under the American Rescue Plan.
- Most families see this monthly tax relief show up as a direct deposit into their bank account on the 15th of the month – and it's making a big difference in their lives.
- It's helping kids who need it most.
- Researchers found that the initial payments were associated with a 25 percent decline in [food insufficiency](#) among low-income families with kids.\*
- It's also helping families cover everyday household expenses and manage the costs of raising kids while pursuing careers.
- A recent survey found that a quarter of middle-class families plan to use Child Tax Credit payments for childcare expenses and 42% plan to use at least some of the credit to start or grow a college fund for their child.
- But millions of families need to take a simple step to claim their Child Tax Credit.
- If you're raising a child and aren't already receiving your Child Tax Credit, there's still time – visit [childtaxcredit.gov](#) or [GetCTC.org](#) and sign up before November 15th to get the first half of the credit. Then file your taxes in 2022 to get the rest, or to get the full credit.

## **Research**

The share of [Household Pulsey Survey](#) respondents that reported “mostly spending” CTC payments increased from 27% to 33% between July and September 2021, in line with prior research that found that the [CTC decreased household economic hardships](#), and that [households with children were hardest hit during the pandemic](#).

- [Parents With Young Children Used Child Tax Credit Payments for Child Care](#)
- [Economic Hardship Declined in Households With Children as Child Tax Credit Payments Arrived](#)
- [COVID-19 Pandemic Hit Black Households Harder Than White Households, Even When Pre-Pandemic Socio-Economic Disparities Are Taken Into Account](#)
- [Asian Population More Likely to Report Fear of Going Out for Food as Reason They Did Not Have Enough to Eat During COVID](#)
- [Hispanic Adults Who Responded to Spanish-Language Household Pulse Survey Reported Higher Food Insufficiency](#)
- [The new child tax credit does more than just cut poverty](#)
- [The Initial Effects of the Expanded Child Tax Credit on Material Hardship](#)
- [A Roadmap to Reducing Child Poverty](#)
- [Adults in Households With Children Report Higher Rate of Late Housing Payments and Food Shortages Amid COVID-19](#)
- [Working Moms Bear Brunt of Home Schooling While Working During COVID-19](#)
- [Adults in Households With Children More Likely to Report Loss in Employment Income During COVID-19, Experienced Food Shortages During Pandemic](#)
- [Tracking Job Losses for Mothers of School-Age Children During a Health Crisis](#)
- [Homeschooling on the Rise During COVID-19 Pandemic](#)

## **Other Videos**

[Message from Vice President Harris](#)

[Message from Treasury Secretary Yellen](#)

## En Español

[¿Cómo orientar sobre el Crédito tributario por hijo?](#)

[Apoyando a Familias Latinas](#) (Webinar) - UnidosUS & Center on Budget and Policy Priorities

[Spanish Language video feat. Angélica María](#) - Español

[Supporting Latino Children: How Expanded Child Tax Credits Benefit Your Family](#)

## Testimonials<sup>8</sup>

- “I can’t tell you how relieved I was. My shoulders already feel lighter. I am a single parent with two children — my son Suleemon, 11, and my daughter Haleemah, 17. Their mother has battled substance abuse and doesn’t provide for them financially. Money is always tight for us since rent and cost of living here is really high. Before the pandemic, things were hard, but Covid made everything more uncertain and brought a lot of challenges. Between monitoring my kids’ online schooling and juggling my job, I felt like I was going to lose my mind. I can’t imagine how parents with younger kids do it.”
- “Lots of people I knew were getting the Child Tax Credit but as a retired person who doesn’t have to file a tax return I thought I wasn’t eligible even though I’m raising my grand kids. It turns out this year the law changed and I am. I went to [www.GetCTC.org](#) and it only took a few minutes. A few weeks later, I got my credit. This holiday season will be brighter for my grandkids with that wiggle room in my budget. But hurry—you have to file by November 15 to get the money this year. Otherwise you will have to wait until you can file a tax return in 2022.”
- “When I heard of the child tax credit, I was hopeful, but after the year I had, I didn’t want to get my hopes up too high. Then, on July 15, I was on my last \$60 and wondering how to make it stretch for two weeks when I got a text message saying I got a deposit of \$500 into my account. The child tax credit came through. I can’t tell you how relieved I was.”

---

<sup>8</sup>[Testimonials: child-tax-credit-parents-spend-money](#)

- “My goal right now is building generational wealth. The father of my two children — Shakisha, 9, and Shaquan, 12 — and I separated a few years ago, and since then he has not been a consistent provider. We moved to Virginia from New York City not too long before Covid hit to find more affordable housing and to get a better standard of living. In Virginia, we settled in well. The kids went to better schools and I started my own business. I opened my own store selling clothing, jewelry, and home goods. Things were looking up. My kids have outgrown their clothes and need a new summer wardrobe, so I’m going to use some money for that. But at some point, I want to use part of it to encourage my children’s entrepreneurial spirit. I want them to learn, from a young age, everything about business. I’m thinking of a popcorn and icee machine to get them started. It can go well with their cake business.”
- “When day cares closed, because of the pandemic, working became impossible. Fortunately, I went on employment assistance, which was amazing. But we still couldn’t afford to get a nanny. We just hired young people to help watch them here and there. So that meant my career was really suffering. With the extra money from the child tax credit, we will finally be able to afford some help again. Now, we can pay an adequate wage and hire someone who is reliable. We are still unable to afford full-time care, which would cost about \$4,000/month for two kids, but we are searching for a part-time nanny and I’m grateful to be able to afford any help at all. The money from the credit isn’t life-changing — because everything in New York is so expensive — but it puts a dent in the child care bill.”

**#GetCTC | #ChildTaxCredit | #CreditoTributarioPorHijos**

# Additional Resources and Social Content

Resource	Description
GetCTC.org Social Outreach Toolkit	Key Messages, templates, and digital assets to help with outreach and assist organizations, families and communities.
GetCTC.org Demo Video	Step-by step video on using the simplified tax filing portal: <a href="#">GetCTC.org</a>
IRS Frequently Asked Questions (FAQs)	2021 Advance Child Tax Credit Payments Frequently Asked Questions
IRS Child Tax Credit Portal	Helping families get advance payments of the Child Tax Credit
Mixed Immigration-Status Families	Mixed Immigration-Status Families and the Child Tax Credit from The Center for Law and Social Policy
CTC Information & Resources - Treasury	Treasury's informational website with recent updates, resources, tools and more.
Receiving Advance Child Tax Credit Payments	IRS information on receiving advance Child Tax Credit payments
Qualifying for full repayment protection - IRS	Questions answered on qualifying for full repayment protection based on income

GetCTC.org Navigator Resources	Guidance for community-based navigators seeking to help hard-to-reach clients access the Advance Child Tax Credit
ChildTaxCredit.gov	Slides for kicking off, executing, and closing out the event. Delete what you don't need and make it your own!
White House Fact Sheet	General information about the whole-of-government effort to ensure Child Tax Credit reaches all eligible families
Children's Defense Fund FAQ	Frequently Asked Questions from Children's Defense Fund
Center on Budget and Policy Priorities (CBPP) Messaging Toolkit	UnidosUS Resources & Toolkits Page
BPI 2021 Child Tax Credit – Bank and Community Toolkit	A toolkit in collaboration between Truist Financial Corporation and Bank Policy Institute
Get it Back Campaign - CTC Information	Get It Back Campaign helps eligible individuals claim tax credits and use free tax filing assistance to maximize tax time. A project of the Center on Budget and Policy Priorities
GetYourRefund ( <a href="#">English</a>   <a href="#">Spanish</a> )	Free tax filing, made simple. If you don't sign up by 11/15 or want support in filing 2021 return for the second half of CTC payments, sign up here to be notified as soon as GetYourRefund's free tax services resume in January 2022. Also, sign up to learn when <a href="#">VITA sites are opening January</a> to help you file to get the second half of your credit.

---

Childhood Poverty and the Child Tax Credit - U.S. Census Bureau	Data Summit on “Childhood Poverty and the Child Tax Credit (CTC)” webinar. It features Census Bureau data about households with children experiencing poverty and how the Child Tax Credit can help.
Child Tax Credit Awareness Campaign and Social Media Toolkit - Head Start	Head Start social media kit to make sure eligible non-filers don’t miss out. Share these social media graphics and sample messages to help parents learn more about the Child Tax Credit.
Investing with Families Initiative - Head Start	A year-long initiative from Head Start on sharing important American Rescue Plan (ARP) benefits information with Head Start programs, staff, families, and communities to support family economic stability and mobility during these challenging times.
Building Foundations for Economic Mobility (BFEM)	Explore this collection of resources to find the latest information about tax benefits for low-income individuals and families.
Family Support and Well-being Resources	Resources for greater economic mobility as an important piece of families’ well-being and progress.

---

**If your organization would like to add resources, links or other tools to this Toolkit please send us an email at [census.accelerate@census.gov](mailto:census.accelerate@census.gov)**

---

#GetCTC | #ChildTaxCredit | #CreditoTributarioPorHijos

## CHILD TAX CREDIT

FACT:  
You can have zero income and still claim the Child Tax Credit. No minimum income is required.

[www.childtaxcredit.gov](http://www.childtaxcredit.gov)



For advance Child Tax Credit payments, your home can be a shelter or temporary lodging and doesn't need to be the same physical location all year.

[irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021) IRS

This back-to-school season, advance Child Tax Credit payments may help.

IRS [irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021)



Families receiving monthly Child Tax Credit payments can now update their direct deposit info using the Child Tax Credit Update Portal.

[irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021)



Questions about the advance Child Tax Credit? Watch an IRS short video playlist to get answers.

[youtube.com/IRSVideos](http://youtube.com/IRSVideos)

IRS  
WHAT?  
HOW?  
WHERE?  
WHO?  
WHEN?



CALIFORNIANS GET MORE WITH THE CHILD TAX CREDIT

Californians with children under 6 can get up to \$600 for the 2021 tax year with the American Rescue Plan's Child Tax Credit and California's Young Child Tax Credit.

AMERICAN RESCUE PLAN'S CHILD TAX CREDIT Qualifying families can get up to:  
\$300 per child per month starting July 15  
\$3,600 per child under 6 per year

CALIFORNIA'S YOUNG CHILD TAX CREDIT Qualifying families can get up to an additional:  
\$1,000 per year

IRS

[irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021)



IRS [irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021)

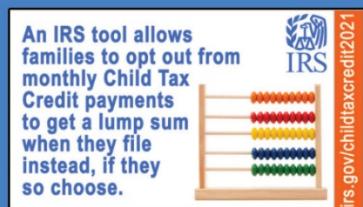


Raising a grandchild? You may qualify for advance payments of the Child Tax Credit.

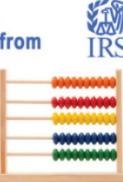
IRS [irs.gov/childtaxcredit2021](http://irs.gov/childtaxcredit2021)



Have you heard about the Advance Child Tax Credit?



An IRS tool allows families to opt out from monthly Child Tax Credit payments to get a lump sum when they file instead, if they so choose.



irs.gov/childtaxcredit2021

The latest round of the #ChildTaxCredit is hitting bank accounts now! New York families have already received more than \$3 billion to support more than 3 million kids. That's money for school supplies, child care, groceries. How has the #ChildTaxCredit helped your family?

THE CHILD TAX CREDIT

- Provides direct payment to nearly all American families
- Relieves monthly expenses like food, rent, childcare, college savings & more
- Reduces childhood poverty
- Is money families can count on, every month

GET YOURS.  
#MyChildTaxCredit

