

Helpful Hints for a Successful Tax Initiative

This toolkit contains a variety of specific, sample materials and tips regarding promotion of CTF's tax initiative and the prevention of child maltreatment. On this page, we've summarized the overall ways in which you can assist us in this year's efforts. As you provide support and promotion of CTF and the tax initiative, please utilize the **Key Terms and Tax Initiative Language** found on page 5 of the Toolkit.

- ✓ **Share information** about CTF's Tax Initiative and the prevention of child maltreatment on **social media**
- ✓ **Follow CTF's social media accounts:**

 MichiganCTF  CTF_Michigan  MichiganCTF

- ✓ **Order additional resources from CTF's website** to aid in the promotion of the Tax Initiative:
- ✓ **Personally talk** to family, friends, co-workers, neighbors, etc.
- ✓ **Reach out to institutions and organizations** that you're involved with and ask them to participate in CTF's Tax Initiative and its promotion

CHOOSE TO DONATE TO CTF BY UTILIZING THE MICHIGAN CHARITABLE CONTRIBUTION FORM 4642 when completing Line 22 of your MI-1040



EFFECTIVE MESSAGING

- ✓ Consider the **point of view of your audience**
 - Define a **target population** for your message
 - Motivate the **audience to identify with a need** to take action
 - Determine **possible objections** they may have
- ✓ **Identify** both the **behavior you wish to influence** and **how you will connect** with your audience via a **call to action**
 - Choose the most **compelling methods of communication**
 - **Collaborate** with others to reach your more persuasively