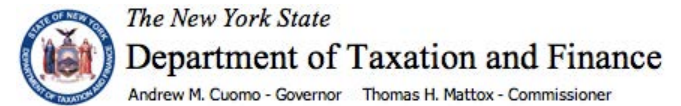




Federation of Tax Administrators 2012 E-Filing Symposium  
 St. Louis, Missouri

# 22 Free File States





# Free File

## Public Awareness Events

**15 Free File media events and tax training workshops in 11 states attended by over 400 community leaders, garnering significant media coverage...**

# 2012 Free File Campaign

Mayor Jerry Jennings (Albany) – Albany, NY  
Governor Robert McDonnell (VA) - Richmond  
Congressman Dave Camp (MI) – Midland  
Congressman Tom Latham (IA) – Des Moines  
Congresswoman Jo Ann Emerson (MO) Cape Girardeau  
Congresswoman Shelley Moore Capito (WV) – Martinsburg & Charleston  
Congressman GK Butterfield (NC) - Greenville  
Senator Dean Heller (NV) – Las Vegas  
Commissioner Ed Morgan (MS) - Jackson  
Congressman Tom Price (GA) - Dunwoody  
Senator Amy Klobuchar (MN) – St. Paul  
Governor Bev Perdue (NC) - Raleigh  
Congressman Tom Reed (NY) - Corning  
Senator Johnny Isakson (GA) - Atlanta

# 2012 Media stats...

- Placed stories or advance event information in over 60 print, TV, and online media outlets...
- Reached over 26,000,000 readers through print/online publications and over 1,900,000 viewers through television segments...
- Through Twitter mentions and re-tweets by elected officials and other influential followers, we reached 61,998 people through twitter during tax season...
- Grand total of 28,008,437 people were reached through media and social media efforts during tax season 2011!



# Senator Johnny Isakson (R-GA) Atlanta, April 10



**Johnny Isakson**  
Tuesday via HootSuite

Today, Johnny participated in a press conference in Atlanta to promote Free File, a program that allows many hard-working Georgians to do their taxes for free while saving the government time and money. For more information, visit [www.taxprehelp.org](http://www.taxprehelp.org). <http://ow.ly/i/yF6q>

Like · Comment · Share

10 people like this.



**TCWFI @TCWFI**  
It's not to late to get your taxes done for Free! What's better than free?

10:15 AM - 10 Apr 12 via Twitter for iPhone · Details

Reply Retweet Favorite

**TCWFI @TCWFI**  
Press conference at the Center with Senator Isakson #TCWFI #Nonprofit [pic.twitter.com/itnpBWgW](http://pic.twitter.com/itnpBWgW)

Hide photo

powered by Photobucket

10:14 AM - 10 Apr 12 via Twitter for iPhone · Details

Reply Retweet Favorite

**CBS Atlanta @cbsatl**

File your taxes for free!: U.S. Senator Johnny Isakson (R-GA) visited the Dunbar Neighborhood Center in Atlanta ... [bit.ly/lfx80H](http://bit.ly/lfx80H)

10:02 AM - 10 Apr 12 via twitterfeed · Details


Reply Retweet Favorite

*Senator Isakson: Well first of all, it's free. Second of all, it's better for the IRS and it's better for the taxpayer. It's a simpler way to file your return. It's a quicker way to get your benefits back or a refund back.*

# Senator Amy Klobuchar (D-MN) St. Paul, March 30

Tweets

**Minnesota DOR** @MNRRevenue  
Photo from today's @taxprephelp event for military members w/ @amyklobuchar yfrog.com/nv96hqaj  
Hide photo



YFrog

1 RETWEET

3:51 PM - 30 Mar 12 via TweetDeck - Det

Reply Retweet Favorite

**Minnesota DOR** @MNRRevenue  
@taxprephelp event for military me  
Hill Library w/ Sen. Klobuchar, Com

**Minnesota DOR** @MNRRevenue  
Commissioner Frans, Sen. Klobuch  
event for military families. 10 a.m. F

KARE 11

**Amy Klobuchar**  
March 30

private partnerships  
military families.  
be especially  
overseas deployments  
April 17 tax deadline  
our thanks and support

1

eat work Amy!

## COMMUNITY ORGANIZATIONS AND AGENCIES ATTENDING

AccountAbility Minnesota  
Boys and Girls Club of the Twin Cities  
Catholic Charities  
Greater Twin Cities United Way  
Head Start: Parents in Community Action, Inc.  
Internal Revenue Service  
James J. Hill Reference Library  
Minneapolis Urban League  
Minnesota Department of Military Affairs  
Minnesota Department of Revenue  
Minnesota National Guard  
St. Paul Public Housing Agency  
Twin Cities Habitat for Humanity

**Senator Klobuchar:** *Finances for our military families can be more complicated. Different sources of income come into play and special tax rules can also apply to military families. **Free File is one more way to show our thanks and support for Minnesota families.***

# Governor Bev Perdue (D-NC) Raleigh, April 3


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North Carolina National Guard · Sets

 **Gov. Bev Perdue at public briefing promoting “Free File”, tax filing assistance, at NCNG Headquarters** Slideshow

Thumbnail Detail Comments



RALEIGH, N.C. – Gov. Bev Perdue at a public briefing promoted “Free File”, a public-private partnership that helps citizens prepare and file taxes for free using commercial tax filing software, at the North Carolina National Guard’s Joint Force Headquarters here, April 3. North Carolina government officials, software industry leaders and representatives of civic organizations, non-profits and NCNG staff gathered to learn more about the program and those who are eligible to participate. “This can make a difference for our military families,” said Perdue.

43 photos | 11 views

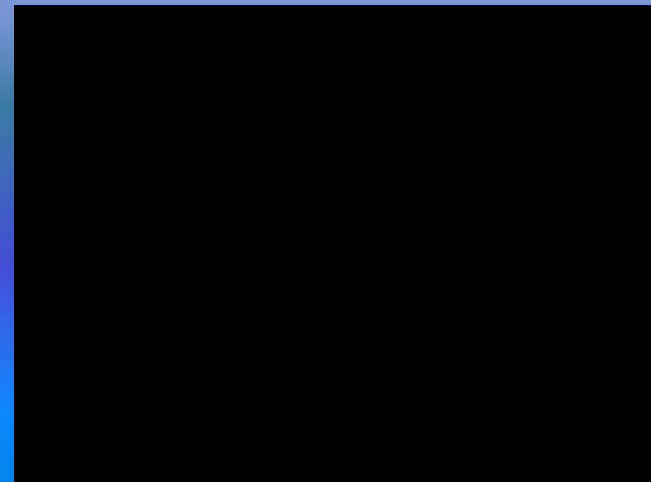
items are from between 03 Apr 2012 & 04 Apr 2012.



# Rep. GK Butterfield (D-NC) Greenville, March 15



**Rep. Butterfield:** *“There’s opportunity for citizens to file their tax returns online and do it free. And to inform our taxpayers about the different tax opportunities they have such as the Earned Income Tax Credit.”*



## Congressman Dave Camp (R-MI) Midland, February 22



**Congressman Camp:** *"...it's an opportunity to get their taxes done, get them done accurately and get that refund as quickly as possible."*

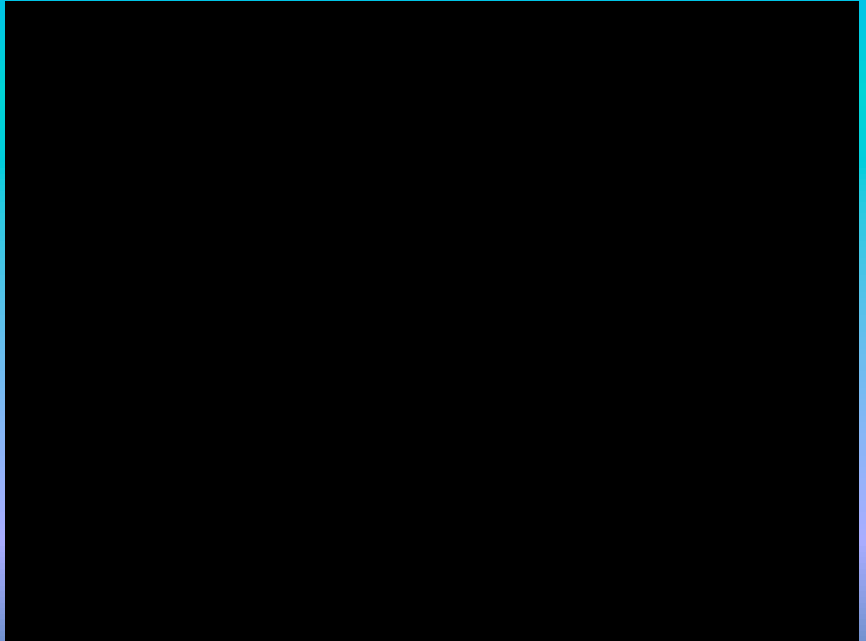
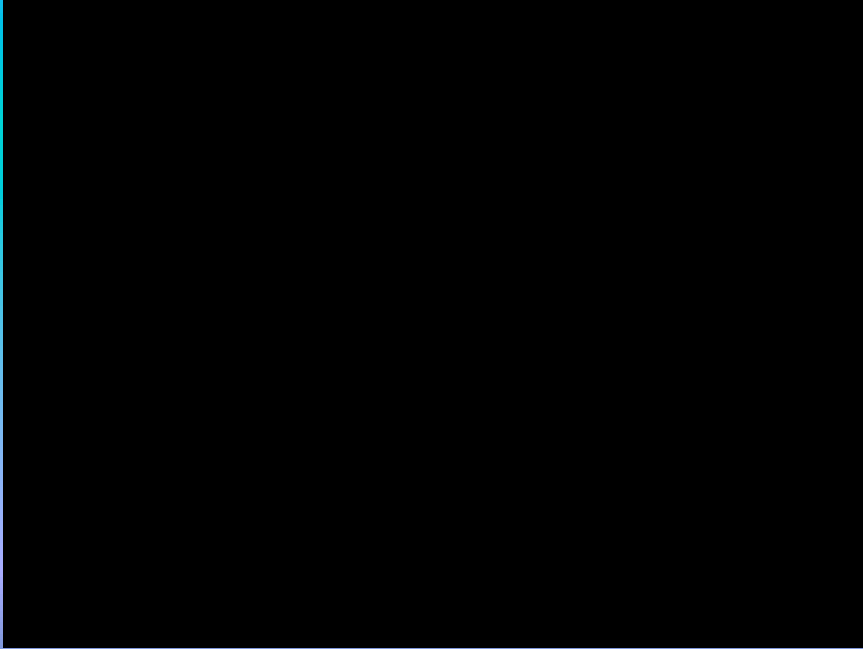


Governor Bob McDonnell (R-VA)  
Richmond, February 7



More Than 2M Taxpayers Can Use VA's Free Online Filing Program to Prepare, Submit Returns  
Associated Press  
February 7, 2012





Carolyn P. Spohrer  
Virginia Community Action Partnership



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# Social media - Twitter page – Follow us! @TaxPrepHelp

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## TaxPrepHelp

@TaxPrepHelp FOLLOWS YOU

Thanks to Free File, 70 percent of all U.S. taxpayers can prepare and file their federal tax returns online for free. Visit <http://www.taxprephelp.org>

National · <http://www.taxprephelp.org/>

**Following**

62 TWEETS

164 FOLLOWING

51 FOLLOWERS

Tweet to TaxPrepHelp

@TaxPrepHelp

Tweets

Following

Followers

Favorites

Lists

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### Tweets

 **TaxPrepHelp** @TaxPrepHelp 13 Apr  
Calling all last minute #tax filers! Take advantage of the EITC finder app: [twitpic.com/8t7vsr](http://twitpic.com/8t7vsr) #TaxDay  
[View photo](#)

 **TaxPrepHelp** @TaxPrepHelp 13 Apr  
#FF @robbover @APSCo\_org @parasolgroup @BBCPolitics @FT @kevriley @wizpip @Christine\_BHT @dmchancey @AmarSanghera @dlatchana @mitigateit

 **IRS** @IRSnews 13 Apr  
The #IRS clock is ticking down to April 17; stop by a #free\_tax\_prep site to get #free help with your taxes. [go.usa.gov/nRG](http://go.usa.gov/nRG)  
[Retweeted by TaxPrepHelp](#)

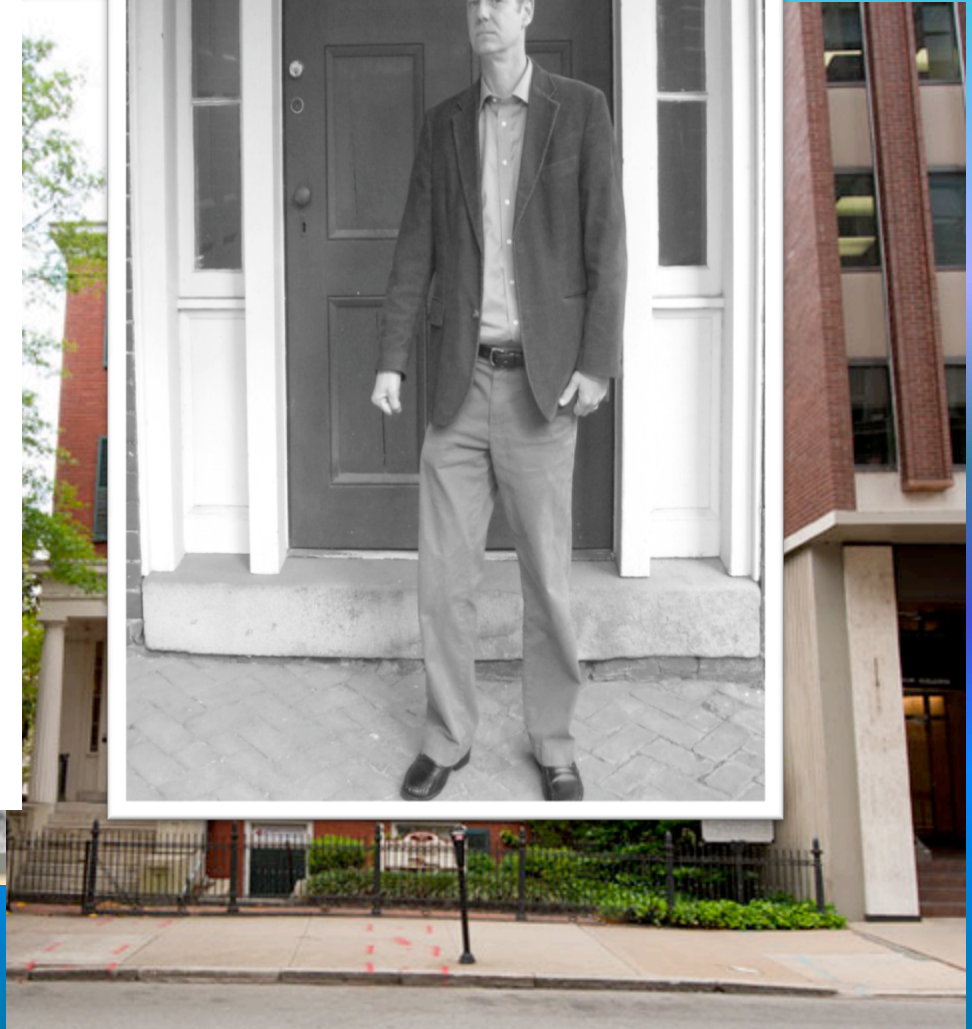
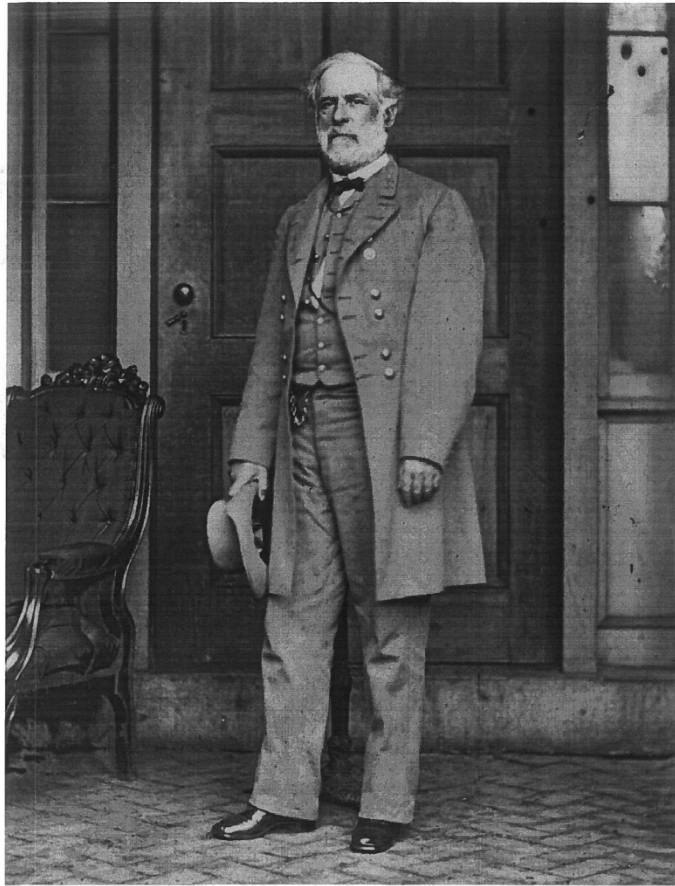
 **TaxPrepHelp** @TaxPrepHelp 13 Apr  
There is still time to take advantage of #FreeFile! Watch @GKButterfield talk about this great program #TaxDay [twitpic.com/998u1q](http://twitpic.com/998u1q)  
[View photo](#)

# Highlights ...

- **Better coordination and collaboration** between CCIA, IRS-SPEC, state tax agencies, elected officials and community leaders to promote the events and the IRS and State Free File programs.
- **Increased use of social media** by CCIA, IRS, state tax agencies community organizations, and the media to promote the events and the IRS and State Free File programs had a multiplier effect.
- **Expanding partnership** between VITA and Free File
  - 2011 Free File VITA:
    - 24 sites
    - 11 states
    - 179 returns
  - 2012 Free File VITA:
    - 239 sites
    - 28 of the 29 states transmitted returns successfully
    - 7327 returns



# The Stewart Lee House-Richmond, Virginia





**Questions, Ideas, Suggestions?**



# Thank you!

**Dave Macklin**

[david.macklin@washingtonresource.com](mailto:david.macklin@washingtonresource.com)

**(703) 734-6400, ext. 22**

## **About CCIA:**

**CCIA is a nonprofit membership organization for a wide range of companies in the computer, Internet, information technology, and telecommunications industries. Created over four decades ago, CCIA promotes open markets, open systems, open networks, and full, fair, and open competition.**

**CCIA's member companies vary widely in size and operate both domestically and globally. Members Together they employ almost one million workers and generate nearly \$200 billion in annual revenue.**