

Become a Free File Partner

Who couldn't use a little extra money these days? The largest single check many Americans receive each year comes from their IRS tax refund. Last year, the average refund was nearly \$3,000—that's \$3,000 for new clothes or for a car purchase or to put towards savings. Nationally, it means billions of dollars injected into local economies and businesses.

Free File, exclusively offered through the IRS, offers a free way to do your federal taxes with either brand-name software or online fillable forms. Free File helps save time, and puts more money in taxpayers' pockets. But the IRS needs your help.



Spread the Word about Free File

The Internal Revenue Service Free File program is proud to partner with businesses, organizations and individuals to help spread the word about IRS Free File. With your help, more Americans can save valuable time and money by preparing and e-filing their tax returns—for free—with IRS Free File.

How can you help? Simply, order and display a Free File poster. You can also distribute a template newsletter article, email, or social media post to help make your employees and/or clients aware of IRS Free File.

Everything you need is available at www.freefile.irs.gov/partners

There, you will also find suggested activities and materials you can use to promote the IRS Free File program throughout this tax season.

Here are just a few highlights:

Pre-Tax Season

- Print and display the Free File poster or simply call 1-800-829-3676 and order Publication 4909 • Cat No 57077V
- As you distribute W-2s and other tax information, remind your employees that Free File is a free option to prepare their taxes—available at www.irs.gov/freefile.

During Tax Season (January–March)

- Post the “Countdown to Tax Day” widget, and encourage your contacts to share it among their peers.
- Embed the Public Service Announcement “Less Taxing” on your blog or website.

As Tax Day Approaches (April)

- After April 17th send the Free-File ready-to-use extension filing newsletter content to your contacts.

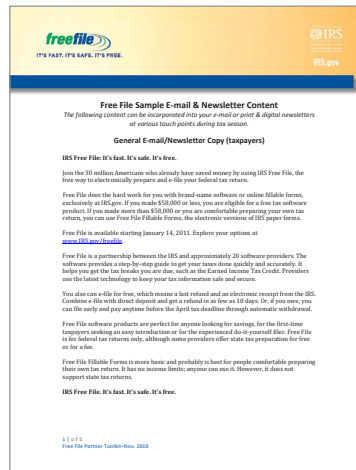
Have a Twitter account? Want to tell your friends on Facebook about IRS Free File? Post these to your social networking sites

- Do your federal taxes with IRS Free File: Free brand-name software plus secure e-filing. Explore your options at www.irs.gov/freefile.
- Prepare and file your taxes at your convenience. IRS Free File is available 24 hours a day, 7 days a week. www.irs.gov/freefile.
- The clock is ticking down to Tax Day. Prepare and file your taxes for free with IRS Free File. Get started at www.irs.gov/freefile.

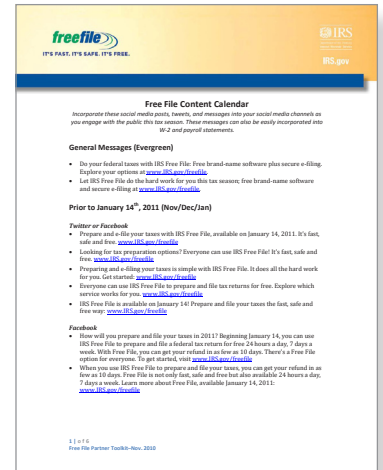
Easy to use partner materials include:



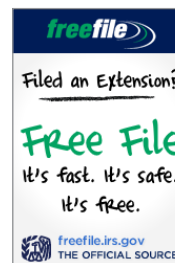
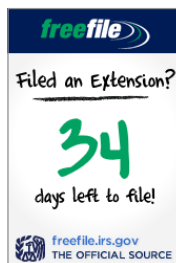
Posters



Ready-to-use Web, Email and Newsletter Post



Social media (Facebook/Twitter) posts



Widget (the Free File widget automatically updates during tax season)

Have Questions?

For more information about Free File, the marketing campaign or partner materials, contact Nancy Mathis, brand manager at Nancy.Mathis@irs.gov.

Thank you for helping us spread the word about IRS Free File!



IT'S FAST. IT'S SAFE. IT'S FREE.