

ELEVATING MY FREE TAXES® IN 2025

Spotlighting My Free Taxes® where eligible U.S. filers live, play, shop, pray, and consume information helps connect moderate-to low-wage earners to free, easy online tax filing resources. It helps them keep more of their hard-earned money, and helps build a stronger, more resilient community.

*Every year, United Way kicks off the U.S. tax season with an awareness push around My Free Taxes. Research shows people pay extra attention to taxes in February and the first two weeks in April! To help you spread the word in your community, United Way Worldwide has created prefab posters and flyers, social cards, a template press release, key messages, blog copy and more. See details and links below. **For questions, contact United Way Worldwide staff via [Ask United Way](#).***

Local Messaging

Messages that convey the benefits of My Free Taxes – in plain language – matters. Messaging for local use, building on what research tells us, can be found [here](#).

Local Press Release

Involving and engaging your local media to increase awareness of My Free Taxes as a community resource is always a good idea. Adapt [this press release](#) for your local community.

Local Blogs, Newsletter Items or Columns

Blog copy can be adapted for your community and organization, and used on your website, in your newsletters or as community columns/letters to the editor in your local newspaper. We've created two versions, found [here](#).

Local PSA Script

You may have community-minded radio or cable stations that would agree to create a public service announcement (PSA) to air during available programming slots before April 15. Find 2 template PSA scripts [here](#)

Local Posters & Flyers

Whether you print them out on your office printer, seek in-kind support from a local print shop or partner with an organization, think about how you can use posters and flyers to promote My Free Taxes. Consider posting in workplace break rooms, or in elevators, restrooms, community bulletin boards, shop windows, beauty and barber shops, any human/social service agency, health clinics, food pantries, school or community resource centers and more.

- [My Free Taxes Flyer](#)



FILE YOUR TAXES FOR FREE.

Get the assistance you need. Seriously.

MyFreeTaxes is the only free, national, online tax filing program offered by a nonprofit, because United Way fights for the financial stability of every person in every community. United Way is committed to ensuring that people can easily and accurately file their taxes for free and receive the refunds they deserve.

- MyFreeTaxes is mobile optimized so anyone can access MyFreeTaxes from their computer, tablet or smart phone.
- Most filers complete their taxes in less than an hour.
- MyFreeTaxes is completely free for federal and state returns.

Over 1.3 million people nationwide have used MyFreeTaxes, bringing over \$1.9 billion in refunds back to our local communities.

File your returns for free.

Your federal and unlimited state returns are all free.

Get assistance when you need it.

The MyFreeTaxes Helpline is staffed by IRS-certified 211 call specialists who are available to answer questions and help filers complete their return accurately.

Receive your maximum refund.

Our tax filing software guarantees 100% accurate returns, maximum refund, and top-of-the-line security.



[Downloadable as-is version and editable Canva template link can be found here](#)

- **My Free Taxes Blue Poster**

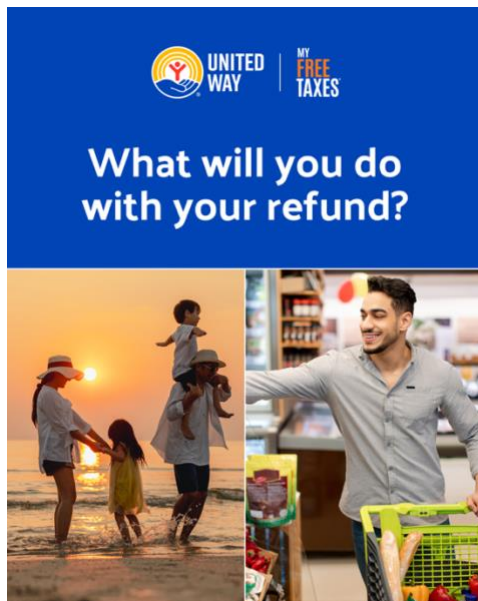


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Social Media Graphics & Copy

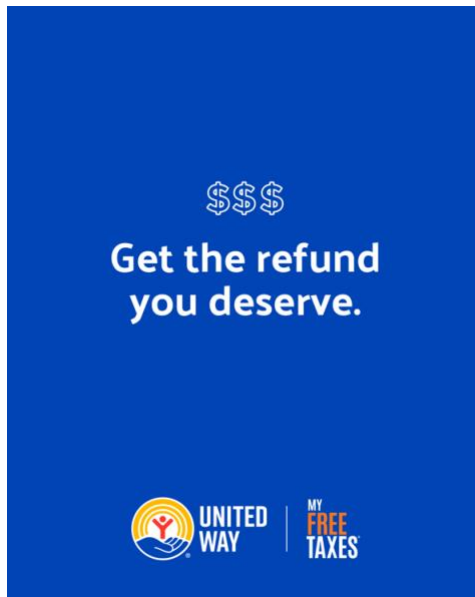
Social media is an important source of community information across the U.S., so using social media to elevate My Free Taxes is equally important. To make it easy, United Way has created 5 pre-fab social cards, for United Ways and community partners. You can add your logo to the online templates, and swap out any images. Find images of and links for the social card templates below.

- **Social card 1: customizable templates for local United Ways (English)** These are static graphics you can use throughout the tax season. You can add your logo and add your own picture.



[Link to asset](#)

- **Social card 2: customizable template for local community partners (English)** These are static graphics you can use throughout the tax season, set up so local partners can add logos.



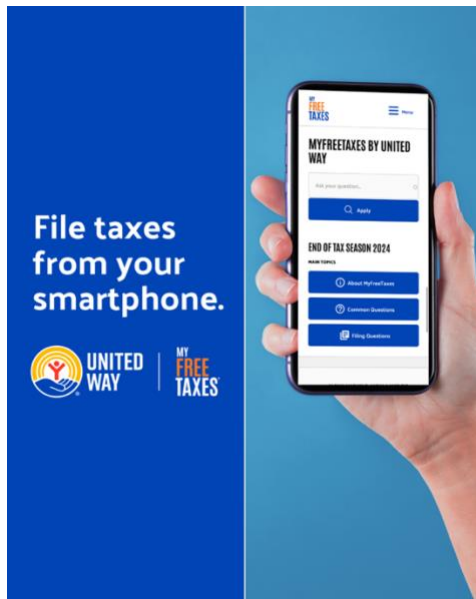
[Link to asset](#)

- Social post 3 in English *(can swap out logo and photo)*



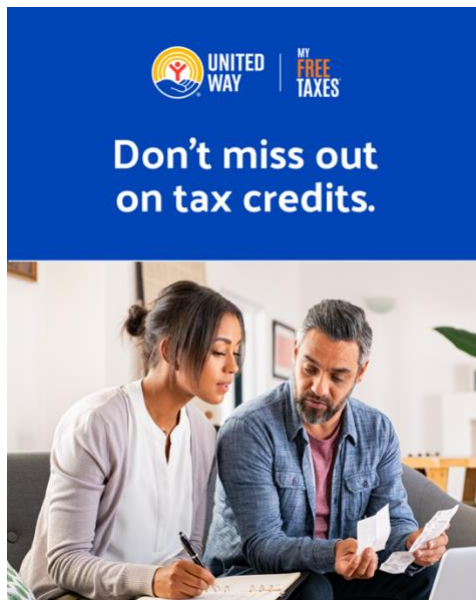
[Link to asset](#)

- Social post 4 in English *(can swap out logo)*



[Link to asset](#)

- Social post 5 in English *(can swap out logo and photo)*



[Link to asset](#)

My Free Taxes Logo

UWW has updated the text treatment/logo for My Free Taxes. Please use the new version below to update



any other My Free Taxes promotional materials you may have from previous tax seasons. Use the CMYK format for printed materials, and RGB format for digital content. All logos can be found [here](#).