



DEPARTMENT OF THE TREASURY

WASHINGTON, D.C.

IRS Direct File Outreach Toolkit

Introducing [IRS Direct File](#): a new tax filing service that allows people to file their taxes for free, directly with the IRS. **Direct File is available now, and we need your help getting the word out to your constituents about this service, which will save your constituents time and money!** It is important to act quickly, as filing season ends on April 15th.

What is Direct File?

Direct File is a new IRS service that **allows eligible people to prepare and file their tax return online, for free, directly** with the IRS – saving them time and money! Learn more and file your taxes at: directfile.irs.gov.

People can use Direct File if they meet this year's [eligibility requirements](#). The following tax situations are all supported:

Types of Income	W2 wage income; Social Security; Unemployment; Interest of \$1,500 or less
Types of Credits	Earned Income Tax Credit, Child Tax Credit, and Credit for Other Dependents
Types of Deductions	Standard Deduction, Student Loan Interest, and Educator Expenses
For people in 12 states	AZ, CA, FL, MA, NH, NY, NV, SD, TN, TX, WA, and WY

- IRS Direct File is a groundbreaking new service that lets people file their taxes for free directly with the IRS from their smartphone or personal computer.
- Direct File is available in English and Spanish and is simple, secure, and always free. Support is available via live chat and with dedicated IRS support specialists.
- IRS Direct File is a sleek, modern, and easy-to-use service that is saving people time and money. It is just one example of how the IRS is using IRA funding to provide world-class service.
- Direct File is available now to eligible people through April 15. Head to directfile.irs.gov to get started!

How You Can Help Get the Word Out!



Hold events in your community – you can do these events on your own using the [Direct File YouTube video](#) or you can collaborate with other organizations working to support Direct File. Please reach out to [Rebecca Thompson](#) with the US Treasury Department's stakeholder engagement team if you would like to work on an in-person or virtual event on Direct File!



Send an email to your communities– we know that people are more likely to take action when hearing directly from trusted organizations, partners, and messengers.



Text campaigns work – reaching out to benefits recipients and constituents with short reminders is a fantastic way to raise awareness and encourage people to file with Direct File.



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- Talk to your state and local partners** – we want to make sure all state and local offices in the participating states are aware of this new service that will benefit their constituents. This could include displaying the IRS Direct File poster and flyer in your and your partners' offices.
- Post on social media** – let your constituents know through social media (Twitter/X, Facebook, Instagram, LinkedIn, etc.) that Direct File is open for them to use. **Consider** our [outreach graphics and video assets](#).
- Go on TV and radio, or write an op ed to promote this new service** – getting the word out to people in your community about this new opportunity is so important, especially for them to see on their local TV stations and through local radio, or to read about it in a newspaper.
- Put a Direct File button (example below) or link on your website and include it in your newsletters**– this way people can directly click to access the service. This could include letting them know that Direct File is a new IRS service that **allows eligible people to prepare and file their tax return online, for free, directly** with the IRS – helping people save time and money.

File for Free with IRS Direct File

Need More Information?

Treasury and the IRS have a wealth of information available for you and your constituents on this new service, including helpful videos you can use to promote this new service. Key links are below, but if you have questions or additional needs, please reach out to the IRS Direct File team at direct.file@irs.gov.

- Direct File Link: directfile.irs.gov
- [IRS Direct File e-poster: File for free \(one sided\)](#)
- [IRS Direct File e-poster: What you need to know \(two sided\)](#)
- [IRS Direct File Walkthrough Video](#): Short YouTube video from the IRS
- [Tips for success using Direct File](#)
- [Direct File Social Media Content and Other Outreach Materials from the IRS](#)
- [Direct File outreach material from Treasury](#)