

Marketing and Outreach



Common Cents Conference

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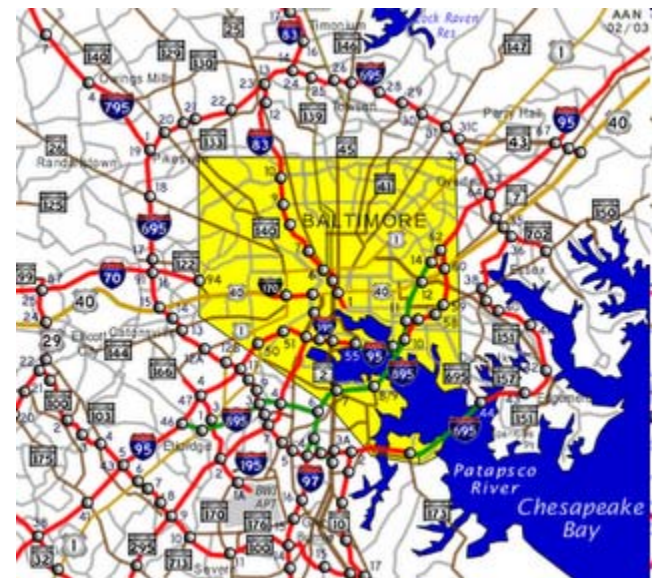
Overview



The Baltimore CASH Campaign – ***Creating Assets, Savings and Hope*** – is a coalition of diverse partners formed in the fall of 2001 to implement strategies to increase financial stability for low- and moderate-income Baltimore families

Baltimore CASH Tax Sites

- 17-20 free tax sites located throughout Baltimore City and Baltimore County
- **Eligibility:** Varies slightly from site to site, but generally taxpayers earning under \$49,000 (*under \$25,000 for individuals without dependents*)
- Sites open late-January to April 15th
- Some sites are open year-round



Impact

- In Tax Year 2009, the Baltimore CASH Campaign provided more than **8,100** taxpayers with free tax prep assistance, helping them claim over **\$17 million** in federal and state refunds
- Over the past nine years, the Baltimore CASH Campaign has prepared over **59,000** returns, bringing over **\$103 million** back to low- and moderate-income residents

Products for Clients at Tax Sites

- ❑ Stored value cards (Advent's Get It Card)
- ❑ Savings accounts
- ❑ Certificates of deposit (CD)
- ❑ Savings bonds
- ❑ FAFSA/financial aid application assistance
- ❑ Free credit reports
- ❑ Resource guides
- ❑ Benefit quick screen forms (*EarnBenefits* screening in 2011)

Messaging

□ Develop a Key Message

1. Short, Catchy, Descriptive
2. 'Take the Money, You've Earned it!' 'Earn It! Keep It! Save It!'
3. Focus Groups
4. Consultants
5. Look at what others (for profit and non) for ideas
6. Develop strategy to get message out 365 if possible

Special Events

- Special events are time consuming, expensive and stressful – and they are well worth it!
- Annual Kick-Off
- Money Power Day[®]
 - Annual financial fitness fair
 - Opportunity to engage new partnerships
- Financial Education Workshops
- Maryland Money Helpline
 - For budgeting, credit, or debt issues

Engaging Elected Officials

- Do your homework – find out what matters to them
- Engage at all levels (Local, State, Federal)
Letters, emails, in person meetings
- Give them a chance to participate
- Thank and Recognize! (remember that photo opportunity)

Outreach Strategy

- Fundraise for it (money can come from unlikely sources)
- Make the message 'timeless' and keep things date neutral so you can recycle!
- Social Media
- Work with diverse partners (employers, officials, financial institutions, schools etc.) To do this you have to develop lasting relationships year round.
- Don't do all the work, engage partners!

Contact Information

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