



DEPARTMENT OF THE TREASURY

WASHINGTON, D.C.

IRS Direct File Outreach Opportunities

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 about this service. It is important to act quickly, as filing season ends on April 15th.** This new service from the IRS is already saving people time and money.

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 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, or 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 Inflation Reduction Act funding to provide world-class customer 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 in pilot eligible states** – 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 your community with short reminders is a fantastic way to raise awareness and encourage people to file with Direct File.



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Post on social media – let your community know through social media (Twitter/X, Facebook, Instagram, LinkedIn, etc.) that Direct File is open for them to use. **Consider** our [outreach graphics and explainer videos](#).



Connect with other organizations doing Direct File outreach – we want to make sure people in all communities in the participating states are aware of this new service that will benefit them.



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 your taxes with IRS Direct File

Need More Information?

Treasury and the IRS have a wealth of information available for you and your community members 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](#)