

# April is



**DOLLARWISE**  
MAYORS FOR ECONOMIC MOBILITY

## DollarWise Month

DollarWise Month is celebrated as communities across the nation approach tax season each year. In 2019, DollarWise encourages mayors to visit and promote local Volunteer Income Tax Assistance (VITA) sites in their cities that offer tax help to their residents, and to spread the word about the Earned Income Tax Credit (EITC). DollarWise also encourages mayors to support and promote financial education initiatives, particularly within English as a Second Language (ESL) and Prisoner Re-entry programs. Cities can host events leading up to Tax Day on April 15th.

### Suggested Activities:

- Visit and promote local VITA tax sites in your city;
- Encourage residents to take advantage of the Earned Income Tax Credit (EITC);
- Create financial education opportunities, particularly for participants in ESL and Prisoner Re-entry initiatives;
- Issue a press release;
- Issue a proclamation;
- Create a social media post;
- Bring together coalitions and organizations focused on the importance of VITA sites and the EITC;
- Hold forums/seminars on financial education and free tax assistance;
- Spread the word on city cable and radio stations;
- Write an Op-Ed piece or letter to the editor;
- Distribute educational material at City Hall, local schools and businesses, banks, libraries, community and faith-based organizations.

### Potential Topics to Cover:

- VITA and free tax help sites in your city;
- The Earned Income Tax Credit (EITC) and eligibility;
- Financial Education within ESL and Prisoner Re-entry initiatives;
- Family financial planning;
- Summer youth employment and earning your first paycheck;
- Student loans and preparing for college;
- Homeownership;
- Foreclosure prevention;
- Planning for retirement;
- Insurance;
- Scams and elderly abuse.

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**BeDollarWise.org**



**The United States Conference of Mayors**

# DollarWise Month 2019

## About DollarWise: Mayors for Economic Mobility

DollarWise is committed to creating substantive economic mobility opportunities for residents in cities throughout the United States. By acquiring financial capabilities and having access to tangible resources, low and moderate-income residents can remove barriers to their financial success and build assets and opportunities that increase their financial well-being.

DollarWise believes in addressing economic mobility through a three-pronged approach: removing barriers that keep people in poverty, connecting them with new opportunities, and helping them build wealth through business ownership, access to capital, asset accumulation, and homeownership. DollarWise believes in a comprehensive approach to helping residents thrive economically, fostering innovative and effective programs nationwide.

To register for DollarWise Month, visit [BeDollarWise.org](https://BeDollarWise.org) and click on “Register to receive updates” on the DollarWise homepage. Contact James Kirby at: [jkirby@usmayors.org](mailto:jkirby@usmayors.org). For more information on DollarWise Month.

The Bank of America Charitable Foundation is the founding sponsor of the DollarWise Campaign

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