



2026 TOOLKIT
Partner Use Guide

PROGRAM OVERVIEW

For over 20 years, United Way of the Mid-South has partnered with the IRS to offer Free Tax Prep to Mid-South families, helping them achieve financial stability through secure, confidential tax preparation and filing services. This initiative promotes awareness of the **Earned Income Tax Credit (EITC)**, and provides free tax prep for low- to moderate-income households. Free Tax Prep empowers individuals and families to improve their financial well-being. It helps people avoid costly tax refund loans while providing resources for better financial practices.

The Free Tax Prep program has three main goals:

- Offer a safe, no-cost alternative to expensive tax preparation services.
- Raise awareness of the Earned Income Tax Credit (EITC).
- Promote financial literacy and savings.

In 2024, the program helped local households claim over \$11 million in refunds, with more than \$3.9 million in EITC claims. The average refund was over \$1,600. Those earning \$70,000 or less in 2025 may qualify for Free Tax Prep by an IRS-certified volunteer at locations across the Mid-South. Interpreters are available at select sites.

Free Tax Prep saves individuals up to \$2.6 million in filing fees and enables families to maximize their refunds, which can represent 20% or more of their income—directly impacting financial mobility.

KEY MESSAGING & TALKING POINTS

CORE MESSAGE PILLARS:

United Way of the Mid-South offers Free Tax Prep for households that earned \$70,000 or less in 2025. Don't pay fees or trust payday lenders with your tax returns. Free Tax Prep will help you file for the Earned Income Tax Credit and other credits and deductions that you qualify for.

Free Tax Prep sites are located across the Mid-South and open in January. Call 211 or uwmidsouth.org/free-tax-prep/ to find a location near you.

SUGGESTED HASHTAGS:

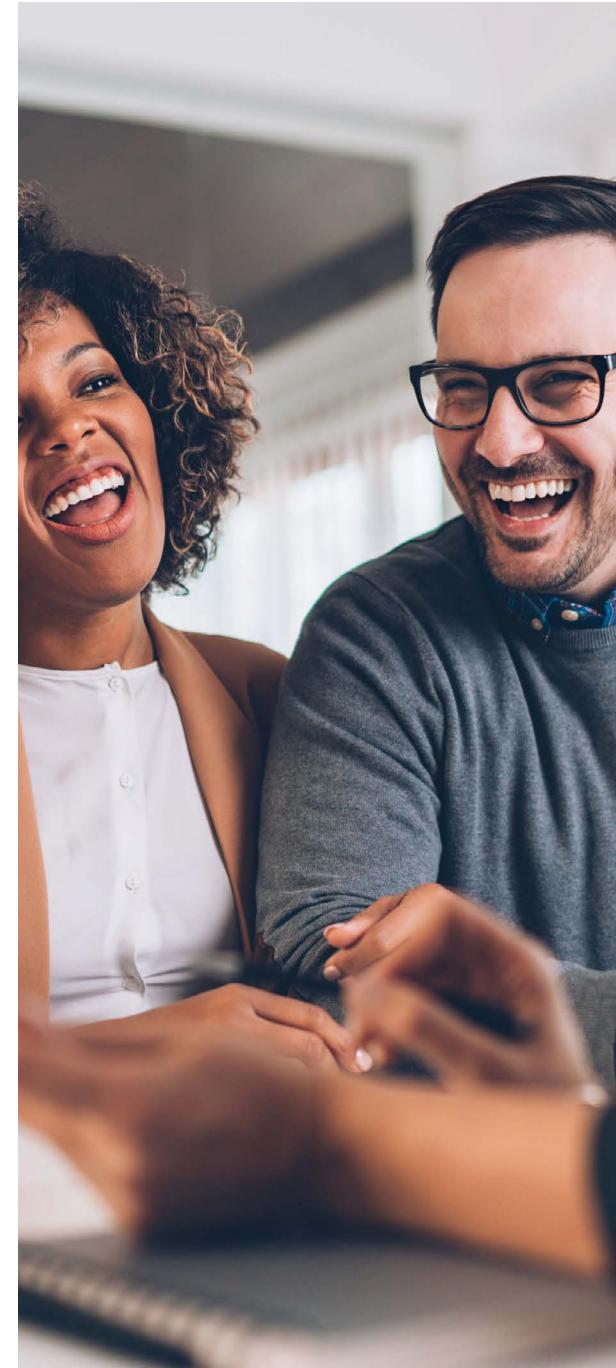
#FREETAXPREP
#UWMS
#SAVE
#EITC
#Call211
#TaxSeason

CALL-TO-ACTION LANGUAGE:

Get READY
File Here
Call 2-1-1 for a location near you
SAVE \$\$\$
Maximize your Refund

UWMS SOCIAL HANDLES:

Facebook @uwmidsouth
Twitter/X @uwmidsouth
Linkedin United Way of the Mid-South
Instagram @uwmidsouth



BRANDING & LOGO USAGE

CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by the "E" height..

The logo should not overlap with any surrounding elements and requires a set clearance space on the top, bottom and sides.

MINIMUM SIZE

A special usage lock-up has been developed for limited use. It may be reproduced in black or white and MUST include the web address. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage.



DO'S AND DON'TS:

Do not stretch or alter logos. Do not change colors.



UWMS + FTP lock-up
[ex.1 download](#)



UWMS + 211 lock-up
[ex.2 download](#)

Do NOT extract any of the graphic elements or words "FREE TAX PREP" contained in the brandmark to use separately unless special permission has been obtained. United Way of the Mid-South must always appear with FREE TAX PREP logo as a lock-up (ex.1) Same rule applies to the use of UWMS + 211 lock-up (ex.2)

BRAND COLORS

Dark Green	156B4C	Gray	A7A9AC
Mid Green	72B13C	Bright Red	FD372C
Light Green	97D700	Gold	FFBA00

BACKGROUND COLORS

These are the only background colors usable with the logo in its "white" version. The "color" version should be used white or dark green background.



Gray
#A7A9AC



Dark Green
#156B4C

PARTNER LOGO CO-BRANDING



[My FREE Taxes download](#)



[IRS download](#)



[Wells Fargo download](#)



[entergy download](#)



[Regions download](#)



[Bank on Memphis download](#)



UWMS + Driving The Dream
[download](#)



For brand approval questions,
please contact matt.
hein@uwmidsouth.org.



SOCIAL POSTS

Post 1: Tax Season Awareness

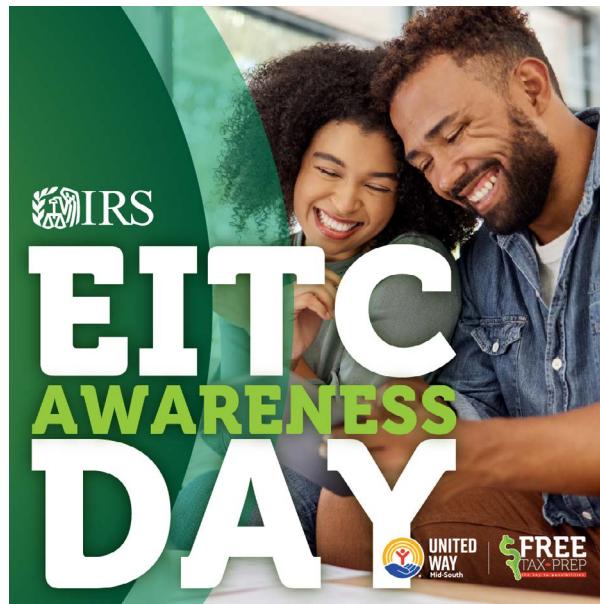


[download](#)

Tax season is here!
You may qualify for
FREE tax prep through
[@uwmidsouth](#).
Get trusted help
from IRS-certified
volunteers and file
accurately at no cost.
#FreeTaxPrep
#TaxSeason #UWMS

Spanish Version
Temporada de
Impuestos
La temporada de
impuestos ya comenzó!
[@uwmidsouth](#) ofrece
preparación de
impuestos GRATIS
con voluntarios
certificados por el
IRS. #ImpuestosGratis
#UWMS

Post 2: EITC Awareness Day

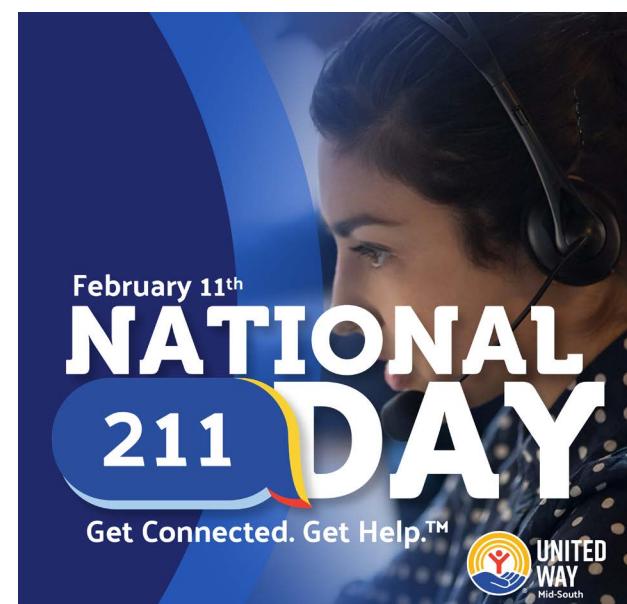


[download](#)

You could be leaving
money on the table!
The Earned Income
Tax Credit (EITC) can
lower your taxes and
boost your refund. Claim
what you've earned
with FREE Tax Prep
from [@uwmidsouth](#).
#EITC #EITCAwareness
#FreeTaxPrep #UWMS

Spanish Version
iPodrías estar dejando
dinero sobre la mesa!
El Crédito Tributario
por Ingreso del Trabajo
(EITC) puede reducir tus
impuestos y aumentar
tu reembolso. Reclama
lo que te has ganado
con la preparación GRA-
TUITA de impuestos de
[@uwmidsouth](#). #EITC
#ConcienciaEITC#Prepa-
raciónDelImpuestosGra-
tis #UWMS

Post 3: National 211 Day



[download](#)

Today we recognize
National 211 Day (2/11)!
At [@uwmidsouth](#),
we're proud to
support 211, the free,
confidential helpline
that connects our
neighbors to essential
resources—24/7.
#National211Day
#Call211 #UWMS

Spanish Version
iHoy celebramos el Día
Nacional del 211 (2/11)!
En [@uwmidsouth](#), nos
enorgullece apoyar al
211, la línea de ayuda
gratuita y confidencial
que conecta a nuestros
vecinos con recursos
esenciales, las 24
horas del día, los 7
días de la semana.
#DíaNacionalDel211
#LlamaAl211 #UWMS

Post 4: Free & Trusted / IRS Partnership / Reminder / Call to Action



[download](#)



[download](#)



[download](#)

Filing taxes doesn't have to be stressful. Get FREE, trusted tax prep from [@uwmidsouth](#) with IRS-certified volunteers. File accurately and confidently this tax season. #FreeTaxHelp #TaxSeason #UWMS

Spanish Version

Hacer tus impuestos no tiene que ser estresante. Obtén preparación de impuestos GRATIS y confiable con [@uwmidsouth](#), a cargo de voluntarios certificados por el IRS. Presenta tu declaración con tranquilidad y confianza esta temporada de impuestos. #AyudaGratisConImpuestos #TemporadaDelImpuestos #UWMS

Post 5: Final Push



[download](#)

Don't wait until the last minute! Appointments are open now for FREE Tax Prep through [@uwmidsouth](#). File your taxes and claim valuable credits at no cost. #FreeTaxPrep #TaxTime #UWMS

Spanish Version

iNo esperes hasta el último minuto! Ya hay citas disponibles para la preparación GRATUITA de impuestos a través de [@uwmidsouth](#). Presenta tu declaración de impuestos y reclama valiosos créditos sin costo alguno. #PreparaciónDelImpuestosGratis #TemporadaDelImpuestos #UWMS

Extended Tax Season



[download](#)

Tax season isn't over yet! If you filed an extension, you still have time to finish strong. Take advantage of trusted, free tax preparation resources to make sure you get the credits and refunds you deserve. May 8th through June 21st.

Spanish Version

iLa temporada de impuestos aún no ha terminado! Si solicitaste una prórroga, todavía tienes tiempo para terminar con éxito. Aprovecha recursos confiables y gratuitos de preparación de impuestos para asegurarte de recibir los créditos y reembolsos que te corresponden. Del 8 de mayo al 21 de junio.

POSTING CALENDAR

JANUARY	FEBRUARY
<ul style="list-style-type: none">• Week 3: Post 1 (Jan 26)• Week 3: Post 4• Week 4: Post 2 (Jan 30)	<ul style="list-style-type: none">• Week 1: Post 3 (Feb 11)• Week 2: Post 4• Week 3: Post 4
MARCH	APRIL
<ul style="list-style-type: none">• Weekly: Post 1, 4	<ul style="list-style-type: none">• Week 1: Post 5

DIGITAL GRAPHICS



Digital Graphic

GET READY, 970 x 250 px

[download](#)



Digital Graphic

GET READY, 1080x460 px

[download](#)



Digital Graphic

GET READY, 970 x 250 px

[download](#)



Digital Graphic

OPEN NOW, 1080x460 px

[download](#)



Digital Graphic

GET READY, 1080x1080 px

[download](#)



Digital Graphic

EXT, 1080x1080 px

[download](#)

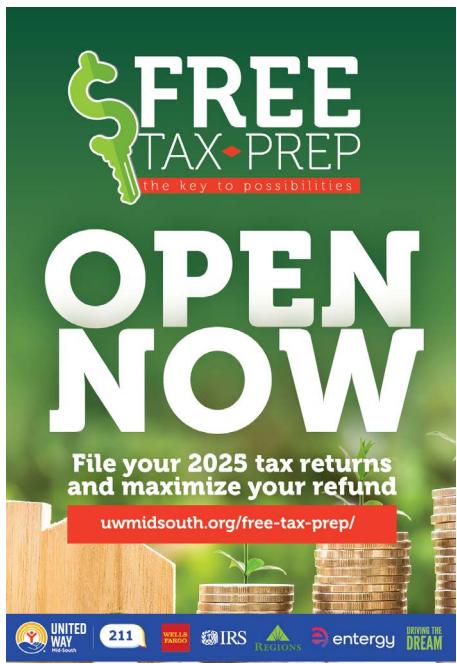


Digital Graphic

OPEN NOW, 1080x1080 px

[download](#)

PRINT COLLATERAL

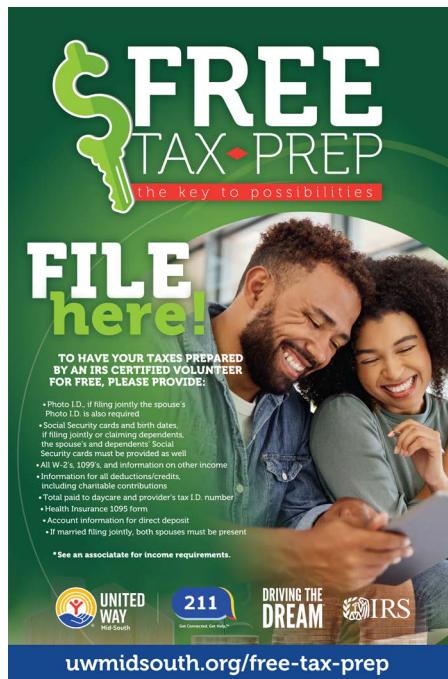
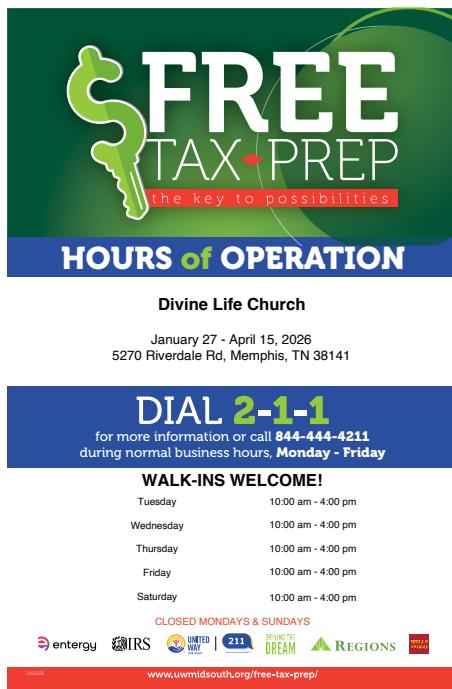


Flyer

OPEN NOW Flyer, 2-sided, 5x7"
[download front](#) | [download back](#)



Site Poster
EITC Chart, 8x8"
[download](#)



Site Poster
FILE Here, 24x36"
[download](#)



Right to Refuse Service Policy

United Way of the Mid-South is committed to providing free, high-quality tax assistance to eligible individuals in our community. To ensure a safe, respectful, and efficient environment for both volunteers and taxpayers, we reserve the right to refuse service under the following circumstances:

- Disruptive or Inappropriate Behavior** - We strive to maintain a professional and welcoming environment. Any behavior that is disruptive, threatening, abusive, or disrespectful towards volunteers, staff, or other taxpayers will result in refusal of service.
- Ineligibility** - If a taxpayer does not meet the eligibility requirements outlined by the IRS VITA/TCE program, including but not limited to income limits, residency, nature, or tax complexity, we may be unable to provide assistance.
- Incomplete Documentation** - If a taxpayer is unable or unwilling to provide the necessary documents, including valid identification, Social Security cards, and required tax forms, or if there is any indication of fraud or misrepresentation, service may be denied.
- Requests Beyond Scope** - The VITA program is designed to handle basic tax returns as outlined by the IRS. If a taxpayer's situation involves complex tax matters beyond our scope, such as rental income, business operating at a loss, or cryptocurrency transactions, we may refer them to a qualified professional.

This policy is in place to ensure that we can continue to serve our community effectively while upholding the integrity of the VITA program. We appreciate your cooperation and understanding.

uwmidsouth.org/free-tax-prep/  211

Site Poster
Right to Refuse Service Policy, 11x17"
[download](#)

CONTACT INFO

TO REQUEST :

Additional materials, translated versions, brand approvals, appointment scheduling, site information please contact matt.hein@uwmidsouth.org or hunter.keane@uwmidsouth.org or visit <https://uwmidsouth.org/free-tax-prep/>

Thank-you for continuing to support United Way of the Mid-South and partnering with Free Tax Prep to offer this valuable service to our community.

