

Cal VITA 2016 Efforts

September 2015

- Solidify VITA Partnerships
 - FTB
 - IRS
 - California EITC Consortium
 - United Way
 - Colleges
 - Non-Profits & Community Groups
 - Local Governments
- Identify Possible Venues
- Identify VITA effort in each Equalization District

October 2015

- Site Selection and Certification
- Recruit and Identify Volunteers
- Develop Marketing Plan
- Develop PSA
- Develop Cal VITA resource page for the BOE website

November 2015

- Volunteer Training and Certification
- Confirm all sites and activities
- Initial Marketing Campaign

December 2015

- Complete Training and Certification of Volunteers
- Marketing Efforts
 - Posters and Flyers
 - E-Blasts
 - Social Media
 - PSAs
 - Targeted Local Marketing

STATE BOARD OF EQUALIZATION



Appeal Name: Cal VITA Program

Case ID: None ITEM #. P1.1

Date: 09/16/15 Exhibit No: 9.15

TP FTB DEPT PUBLIC COMMENT