

## **CHAPTER 10**

### **PUBLICIZING YOUR TAX PROGRAM:**

#### **SAMPLE INFORMATION PAPERS, ARTICLES, FLYERS, AND INTERNET RESOURCES**

Your tax program will only work if taxpayers know that services are available from competent and well-qualified tax preparers. There are sections in the model SOPs on publicity. The JAGC Net, Legal Assistance Database contains many ideas for publicizing your tax program. You are encouraged to use them and adapt them for your own use. If you come up with other new and innovative ways of marketing your tax program, please share them with other members of the military tax filing community by posting them on JAGC Net.

## **IRS *e-file* LOGO AND MARKETING TOOL KIT AND ORDER FORM**

Many publicity resources are available for free from the IRS web site. At [http://www.irs.gov/prod/elec\\_svs/toolkit.html](http://www.irs.gov/prod/elec_svs/toolkit.html) you can order IRS *e-file* logos and marketing materials. They include posters, decals, desk signs, *e-file* stickers, refund cycle charts, brochures, Q&A publications for taxpayers, postcard in black and white and color, newspaper ads, and radio ads.

### **IRS TAX INFO FOR YOU AND TAXPAYER HELP AND EDUCATION**

From its web site, the IRS offers extensive information, answers questions, and provides forms and publications.

By clicking on the link for Tax Info for You, [http://www.irs.gov/ind\\_info/index.html](http://www.irs.gov/ind_info/index.html), you can obtain information on many topics, including basic tax information on deduction, credits, and more, tax tables, a tax calendar, a W-4 calculator, the Taxpayer Rights Corner which discusses taxpayer rights when dealing with the IRS, individual taxpayer identification numbers, the Earned Income Tax Credit, and many other tax topics. The topics addressed here continually expands, and it is a good source for obtaining topics for information papers or articles to put out to your community.

By clicking on the link for Taxpayer Help and Education, [http://www.irs.gov/tax\\_edu/index.html](http://www.irs.gov/tax_edu/index.html), you can obtain information about tax rules and regulations, including how to contact the IRS, how to understand IRS notices, and frequently asked tax questions.

### **USING A WEB SITE TO PUBLICIZE YOUR TAX CENTER**

Many Legal Assistance offices offer web sites to provide basic information and some forms. Many tax centers have successfully created web sites that can be accessed from the legal assistance office web page. This is a great way to provide your community with information about your operating hours and services. You can put information papers on the web site, as well as a list of things to bring to the tax preparation appointment and/or the Client Intake Form.

## TAX RESOURCES ON THE WEB

If you have not already gleaned it from the rest of this publication, the Web is teeming with tax resources, and more information, products, and services are being added daily. The following is a list of some tax web sites.

*The Army or DOD does not endorse any of the companies, organizations, or web sites listed below.*

### Tax Directories

Tax and Accounting Sites Directory

(TaxSites)

[www.taxsites.com](http://www.taxsites.com)

Tax Resources on the Web

[pages.prodigy.net/agkcalman](http://pages.prodigy.net/agkcalman)

WillyYancey.com

[www.willyyancey.com](http://www.willyyancey.com)

### Tax Centers

About.com

[specials.about.com/channels/finance/taxresource](http://specials.about.com/channels/finance/taxresource)

CBS MarketWatch

[cbs.marketwatch.com/news/current/tax\\_guide.htm](http://cbs.marketwatch.com/news/current/tax_guide.htm)

CompleteTax

[taxguide.completetax.com](http://taxguide.completetax.com)

CNNfn

[cnnfn.com/markets/personalfinance/taxes](http://cnnfn.com/markets/personalfinance/taxes)

H&R Block

[www.hrblock.com/tax\\_center](http://www.hrblock.com/tax_center)

Intelligent Taxes

[www.intelligenttaxes.com](http://www.intelligenttaxes.com)

Money

[www.money.com/money/depts/taxes](http://www.money.com/money/depts/taxes)

Motley Fool

[www.fool.com/taxes/taxes.htm](http://www.fool.com/taxes/taxes.htm)

MSN MoneyCentral

[moneycentral.msn.com/tax/home.asp](http://moneycentral.msn.com/tax/home.asp)

Quicken

[www.quicken.com/taxes](http://www.quicken.com/taxes)

RIA

[www.riatax.com](http://www.riatax.com)

Tax Planet

[www.taxplanet.com](http://www.taxplanet.com)

Uncle Fed

[www.unclefed.com](http://www.unclefed.com)

Yahoo

[taxes.yahoo.com](http://taxes.yahoo.com)

### Tax Guides

CompleteTax: Tax Guide 2000

[taxguide.completetax.com](http://taxguide.completetax.com)

Deloitte & Touche: Tax Planning Guide

[www.dtonline.com/taxguide99/cover.htm](http://www.dtonline.com/taxguide99/cover.htm)

Fairmark Press: Tax Guide for Investors

[www.fairmark.com](http://www.fairmark.com)

Money: Tax Guide 2000

[www.money.com/money/magazine/taxes2000](http://www.money.com/money/magazine/taxes2000)

SmartMoney: Tax Guide

[www.smartmoney.com/ac/tax](http://www.smartmoney.com/ac/tax)

Tax Planet: Tax Season Guide 2000

[www.taxplanet.com/taxseason/taxseason.html](http://www.taxplanet.com/taxseason/taxseason.html)

Tax Planet: Year-Round Tax Guide

[www.taxplanet.com/taxguide/taxguide.html](http://www.taxplanet.com/taxguide/taxguide.html)

### On-Line Tax Preparation

CompleteTax

[ww.completetax.com](http://ww.completetax.com)

FileSafe

[www.filesafe.net](http://www.filesafe.net)

H&R Block

[www.hrblock.com/tax\\_center/  
doing\\_my\\_taxes/online\\_tax.html](http://www.hrblock.com/tax_center/doing_my_taxes/online_tax.html)

H.D. Vest

[www.hdvestonline.com](http://www.hdvestonline.com)

PrepTax

[www.preptax.com](http://www.preptax.com)

TaxCut

[www.taxcut.com/taxcutonline.html](http://www.taxcut.com/taxcutonline.html)

Tax\$ imple [www.taxesimple.com](http://www.taxesimple.com)  
 TurboTax [www.turbotaxweb.com](http://www.turbotaxweb.com)

**IRS Resources**

Home Page (“Digital Daily”) [www.irs.gov](http://www.irs.gov)  
 Administrative Information & Resources [www.irs.gov/bus\\_info/tax\\_pro/admin.html](http://www.irs.gov/bus_info/tax_pro/admin.html)  
 Advance Notice for Tax Professionals [www.irs.gov/bus\\_info/tax\\_pro/adv-notice.html](http://www.irs.gov/bus_info/tax_pro/adv-notice.html)  
 Appeals and Alternative Dispute Resolution [www.irs.gov/ind\\_info/appeals](http://www.irs.gov/ind_info/appeals)  
 Around the Nation - State & Local News [www.irs.gov/hot/atn](http://www.irs.gov/hot/atn)  
 Audit Techniques Guides [www.irs.gov/bus\\_info/mssp](http://www.irs.gov/bus_info/mssp)  
 Business Library [www.irs.gov/bus\\_info/library.html](http://www.irs.gov/bus_info/library.html)  
 Business Taxpayer Information [www.irs.gov/bus\\_info](http://www.irs.gov/bus_info)  
 Citizen Advocacy Panel [www.improveirs.org](http://www.improveirs.org)  
 Comment on Proposed Regulations [www.irs.gov/tax\\_regs/regslst.html](http://www.irs.gov/tax_regs/regslst.html)  
 Coordinated Issues Papers [www.irs.gov/bus\\_info/tax\\_pro/coord.html](http://www.irs.gov/bus_info/tax_pro/coord.html)  
 CPE & Special Events [www.irs.gov/bus\\_info/tax\\_pro/cpe.html](http://www.irs.gov/bus_info/tax_pro/cpe.html)  
 Digital Dispatch Mailing List [www.irs.gov/help/newmail/maillist.html](http://www.irs.gov/help/newmail/maillist.html)  
 Draft Tax Forms [www.irs.gov/bus\\_info/tax\\_pro/dftform.html](http://www.irs.gov/bus_info/tax_pro/dftform.html)  
 Electronic Federal Tax Payment System (EFTPS) [www.irs.gov/elec\\_svs/eftps.html](http://www.irs.gov/elec_svs/eftps.html)  
 Electronic Filing FAQ [www.irs.gov/elec\\_svs/elf-txpyr.html](http://www.irs.gov/elec_svs/elf-txpyr.html)  
 Electronic Filing for Tax Professional [www.irs.gov/elec\\_svs/ets2.html](http://www.irs.gov/elec_svs/ets2.html)  
 Electronic Services [www.irs.gov/elec\\_svs](http://www.irs.gov/elec_svs)  
 Employee Retirement Plan Information [www.irs.gov/bus\\_info/ep](http://www.irs.gov/bus_info/ep)  
 Employment Opportunities [www.irs.gov/hot/employment](http://www.irs.gov/hot/employment)  
 Exempt Organizations [www.irs.gov/bus\\_info/eo](http://www.irs.gov/bus_info/eo)  
 Federal/State e-file [www.irs.gov/elec\\_svs/fed\\_state.html](http://www.irs.gov/elec_svs/fed_state.html)  
 Forms, Instructions, and Publications [www.irs.gov/forms\\_pubs](http://www.irs.gov/forms_pubs)  
 Forms, Instructions, and Publications – Search [www.irs.gov/forms\\_pubs/findfiles.html](http://www.irs.gov/forms_pubs/findfiles.html)  
 Income Tax Treaties [www.irs.gov/ind\\_info/treaties.html](http://www.irs.gov/ind_info/treaties.html)  
 Internal Revenue Bulletins (since July 1995) [www.irs.gov/bus\\_info/bullet.html](http://www.irs.gov/bus_info/bullet.html)  
 Internal Revenue Manual [www.irs.gov/bus\\_info/tax\\_pro/irm-part](http://www.irs.gov/bus_info/tax_pro/irm-part)  
 Local Mailing List [www.irs.gov/bus\\_info/tax\\_pro/where\\_list](http://www.irs.gov/bus_info/tax_pro/where_list)  
 Market Segment Specialization Program [www.irs.gov/bus\\_info/mssp](http://www.irs.gov/bus_info/mssp)  
 News for the Tax Professional [www.irs.gov/bus\\_info/tax\\_pro/news.html](http://www.irs.gov/bus_info/tax_pro/news.html)  
 Newsstand [www.irs.gov/news](http://www.irs.gov/news)  
 Practice Before the IRS [www.irs.gov/forms\\_pubs/pubs/p947toc.htm](http://www.irs.gov/forms_pubs/pubs/p947toc.htm)  
 Practitioner Order Program [www.irs.gov/bus\\_info/tax\\_pro/tprax](http://www.irs.gov/bus_info/tax_pro/tprax)  
 Regulations (since August 1995) [www.irs.gov/tax\\_regs](http://www.irs.gov/tax_regs)  
 Search [www.irs.gov/search](http://www.irs.gov/search)  
 Site Tree [www.irs.gov/search/site\\_tree.html](http://www.irs.gov/search/site_tree.html)  
 Small Business Corner [www.irs.gov/bus\\_info/sm\\_bus](http://www.irs.gov/bus_info/sm_bus)  
 Statistics of Income [www.irs.gov/tax\\_stats](http://www.irs.gov/tax_stats)  
 Tax Law Issues, Nibbles & Bytes [www.irs.gov/bus\\_info/tax\\_pro/tax-law.html](http://www.irs.gov/bus_info/tax_pro/tax-law.html)  
 Tax Products on CD-ROM [www.irs.gov/forms\\_pubs/cd-rom.html](http://www.irs.gov/forms_pubs/cd-rom.html)  
 Tax Professional’s Corner [www.irs.gov/bus\\_info/tax\\_pro](http://www.irs.gov/bus_info/tax_pro)

Taxpayer Advocate Service	<a href="http://www.irs.gov/ind_info/advocate.html">www.irs.gov/ind_info/advocate.html</a>
Telephone Directory	<a href="http://www.timevalue.com/irsindex.htm">www.timevalue.com/irsindex.htm</a>
TRAC-IRS	<a href="http://trac.syr.edu/tracers">trac.syr.edu/tracers</a>
<b>Tax News and Updates</b>	
BNA: Tax News & Analysis	<a href="http://www.bnatax.com/tmweb/taxnews.htm">www.bnatax.com/tmweb/taxnews.htm</a>
CCH: Current Tax Highlights	<a href="http://tax.cch.com/tax_news/index.htm">tax.cch.com/tax_news/index.htm</a>
Deloitte & Touche: Tax News & Views	<a href="http://www.dtonline.com/tnv/tnv.htm">www.dtonline.com/tnv/tnv.htm</a>
Ernst & Young: TaxCast	<a href="http://www.taxcast.com">www.taxcast.com</a>
IRS: News For the Tax Professional	<a href="http://www.irs.gov/bus_info/tax_pro/news.html">www.irs.gov/bus_info/tax_pro/news.html</a>
IRS: Newsstand	<a href="http://www.irs.gov/news/index.html">www.irs.gov/news/index.html</a>
PricewaterhouseCoopers:	
Tax News Network	<a href="http://www.taxnews.com/tnn_public">www.taxnews.com/tnn_public</a>
RIA: Journals Page	<a href="http://www.riatax.com/journals">www.riatax.com/journals</a>
RIA: News Items	<a href="http://www.riatax.com">www.riatax.com</a>
Small Business Taxes & Management	<a href="http://www.smbiz.com">www.smbiz.com</a>
Tax Analysts: Discussion Groups	<a href="http://www.tax.org/Discuss/discussion.htm">www.tax.org/Discuss/discussion.htm</a>
Tax Analysts: Feature Stories	<a href="http://www.tax.org">www.tax.org</a>
Tax Analysts: TaxWire	<a href="http://www.tax.org/TaxWire/taxwire.htm">www.tax.org/TaxWire/taxwire.htm</a>
Tax Planet: Legislation	<a href="http://www.taxplanet.com/legislation/legislation.html">www.taxplanet.com/legislation/legislation.html</a>
Tax Planet: Tax News	<a href="http://www.taxplanet.com/taxnews/taxnews.html">www.taxplanet.com/taxnews/taxnews.html</a>
Thomas Legislative Information	<a href="http://thomas.loc.gov">thomas.loc.gov</a>
Today's Tax	<a href="http://www.todaystax.com">www.todaystax.com</a>
Yahoo News: Taxes and the IRS	<a href="http://fullcoverage.yahoo.com/fc/US/Taxes_and_the_IRS">fullcoverage.yahoo.com/fc/US/Taxes_and_the_IRS</a>
<b>Forms, Instructions, and Publications</b>	
Adobe Acrobat PDF Reader	<a href="http://www.adobe.com/products/acrobat/readstep.html">www.adobe.com/products/acrobat/readstep.html</a>
FedWorld FTP Site:	
Main Index	<a href="ftp://ftp.fedworld.gov/pub/irs-pdf/irs-pdf.htm">ftp.fedworld.gov/pub/irs-pdf/irs-pdf.htm</a>
Fill-in Forms	<a href="ftp://ftp.fedworld.gov/pub/irs-fill/irs-fill.htm">ftp.fedworld.gov/pub/irs-fill/irs-fill.htm</a>
Prior Year	<a href="ftp://ftp.fedworld.gov/pub/irs-98/irs-98.htm">ftp.fedworld.gov/pub/irs-98/irs-98.htm</a>
IRS Site:	
Main Index	<a href="http://www.irs.gov/forms_pubs">www.irs.gov/forms_pubs</a>
Sorted by Number	<a href="http://www.irs.gov/forms_pubs/formpub.html">www.irs.gov/forms_pubs/formpub.html</a>
Sorted by Date	<a href="http://www.irs.gov/forms_pubs/formpub2.html">www.irs.gov/forms_pubs/formpub2.html</a>
Fill-in Forms	<a href="http://www.irs.gov/forms_pubs/fillin.html">www.irs.gov/forms_pubs/fillin.html</a>
Publications in HTML Format	<a href="http://www.irs.gov/forms_pubs/pubs">www.irs.gov/forms_pubs/pubs</a>
Fax Services	<a href="http://www.irs.gov/hot/taxfax.html">www.irs.gov/hot/taxfax.html</a>
Search for Files	<a href="http://www.irs.gov/forms_pubs/findfiles.html">www.irs.gov/forms_pubs/findfiles.html</a>
Formats Other than PDF	<a href="http://www.irs.gov/forms_pubs/expert.html">www.irs.gov/forms_pubs/expert.html</a>
Downloading and Printing Questions	<a href="http://www.irs.gov/forms_pubs/printfaq.html">www.irs.gov/forms_pubs/printfaq.html</a>
Prior Years	<a href="http://www.irs.gov/forms_pubs/index.html#Prior">www.irs.gov/forms_pubs/index.html#Prior</a>
State Forms:	
1040.com	<a href="http://www.1040.com">www.1040.com</a>
SaveWealth	<a href="http://www.savewealth.com/taxforms/state">www.savewealth.com/taxforms/state</a>
TaxSites: State and Local Tax	<a href="http://www.taxsites.com/state.html">www.taxsites.com/state.html</a>
Missouri Fill-in Forms That Calculate	<a href="http://dor.state.mo.us/tax/fillform.htm">dor.state.mo.us/tax/fillform.htm</a>

**State and Local Tax**

Federation of Tax Administrators	<a href="http://www.taxadmin.org">www.taxadmin.org</a>
National Taxpayers Conference	<a href="http://www.statetaxes.net">www.statetaxes.net</a>
Payroll-Taxes: State and Federal Tax Rates	<a href="http://www.payroll-taxes.com">www.payroll-taxes.com</a>
Ryan SALT Gateway	<a href="http://www.ryanco.com/salt.html">www.ryanco.com/salt.html</a>
Tax Analysts: State Tax Online	<a href="http://www.tax.org/state/state.htm">www.tax.org/state/state.htm</a>
Tax Sites: State and Local Tax	<a href="http://www.taxesites.com/state.html">www.taxesites.com/state.html</a>
US Census Bureau: State and Local Government	<a href="http://www.census.gov/govs/www">www.census.gov/govs/www</a>
Vertex Tax Cybrary	<a href="http://www.vertexinc.com/taxcybrary20/taxcybrary_20.html">www.vertexinc.com/taxcybrary20/taxcybrary_20.html</a>

