



Why Collecting Data Matters

How does data collection help your program?

- Collecting data on your program is the best way to document your success. Publicizing your program's achievements can help you gain the support of leaders and businesses in your community and increase your program's visibility and funding.
- Local data collection helps your site assess the success of outreach to eligible families, design better ways to target your efforts, measure the total tax credit funds accessed, and design ways to link EITC-eligible families to other asset-building services.
- Local data collection can assist you in volunteer recruitment and retention by showing volunteers the numbers of people they help and how their work adds up to a significant amount of new dollars coming into their communities.

How does data collection help community tax campaigns statewide?

- The better we are able to document our collective impact on bringing badly-needed resources to hard-working families and their communities, the easier it will be to attract recognition and funding for community EITC programs in the future.
- Several state officials have pledged the support of their offices to EITC Carolinas because of its potential to bring new funds to working families in need. Demonstrating our success will help to expand their support and ensure that we can take advantage of statewide resources.

How does data collection help the EITC effort across the country?

Community tax campaigns play an important and expanding role in assisting working families to access tax and other benefits and to help families build wealth. A recent piece of congressional legislation included a provision to fund free tax preparation for low- and moderate-income families. Other legislation would provide additional resources for asset-building initiatives, such as a national IDA savings program. These efforts to fund community tax and asset-building programs are much more likely to gain support if we can demonstrate the impact of community tax programs. With the possibility of a national debate over changing the tax code, it is more important than ever that we have the data we need to advocate for policies that benefit low-wealth families.