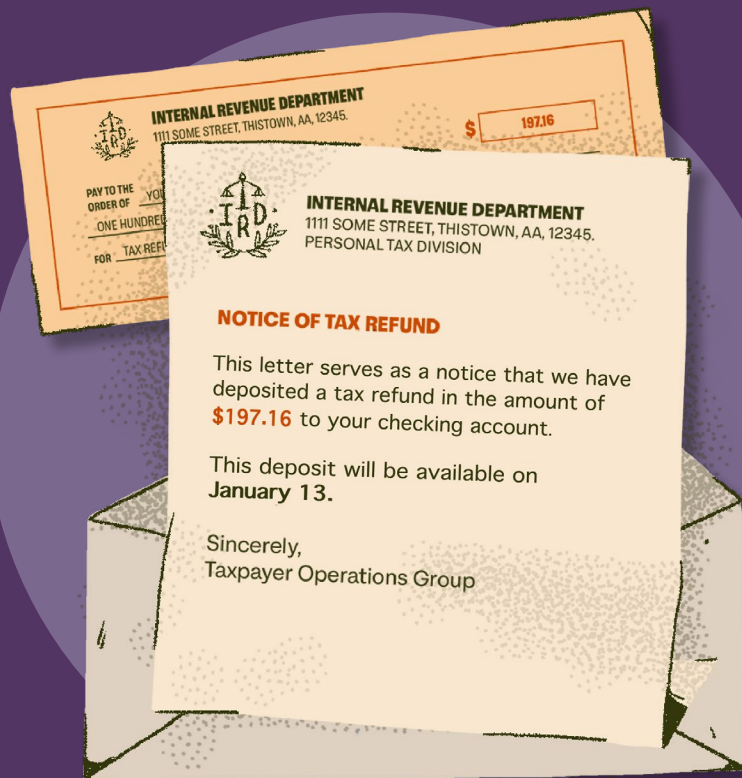




Tax Season Marketing Kit





BEFORE YOU GET STARTED

Do you know your subdomain?

The first portion of the URL you share must include your subdomain; otherwise, the link may redirect users to another partner's Wellness Center. See below:

[YOUR DOMAIN].banzai.org/wellness/

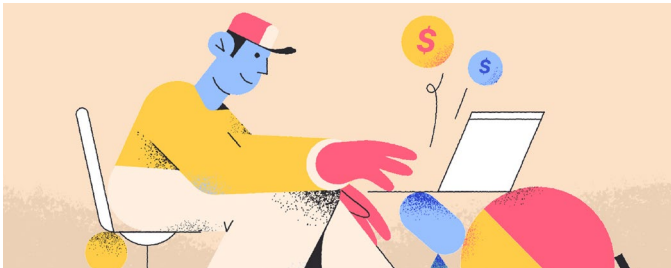


If you're unsure about your subdomain, you can find it in two ways:

1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

Marketing Kit Overview

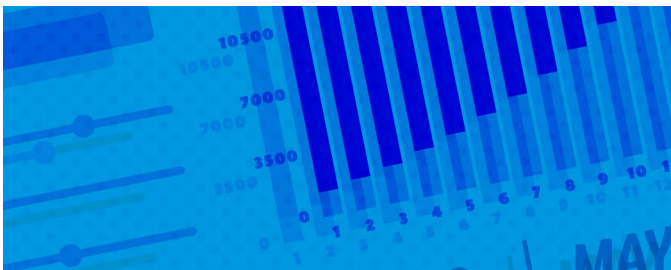
Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



[Article: Federal Income Taxes](#)



[Coach: Your Tax Return Pre-Game](#)



[Article: Completing a Return](#)



[Article: Tax Brackets and Statuses](#)



[Article: Tax Planning](#)



[Article: Paying Taxes](#)



[Calculator: Federal Income Tax Withholdings Calculator](#)



[Article: How to Teach Income Tax Lessons and Resources](#)

Social Media

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

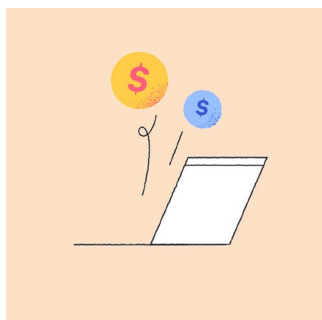
INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](#))
 - a. **ON FACEBOOK:** paste the URL in a post
 - b. **ON TWITTER:** paste the URL in a tweet or post a Bitly link if the URL is too long
 - c. **ON INSTAGRAM:** post the URL in your bio or use a link-in-bio resource to post multiple links

Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

Social Media Post #1 - [Federal Income Taxes](#)

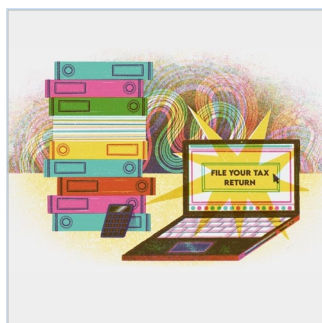


PLATFORM	IMAGE	CAPTION
Facebook	Download	What are federal income taxes and why do we pay them? Find out here!.
Twitter (X)	Download	Taxes can be confusing. Here's a quick look at how they work and what you need to know.
Instagram	Download	Always asking yourself why taxes matter? Here's a quick look at what they are and why we pay them.

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #2 - [Your Tax Return Pre-Game](#)

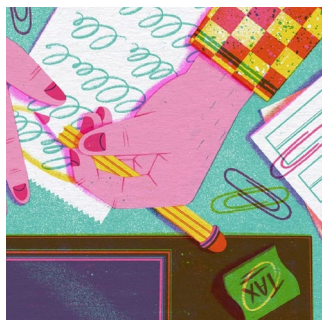


PLATFORM	IMAGE	CAPTION
Facebook	Download	Filing taxes can be intimidating but not when you have a good strategy—find yours with this Banzai Coach.
Twitter (X)	Download	Take this crash course on how to get the most out of this year's tax return. .
Instagram	Download	Take a few minutes to make a plan for this upcoming tax season. Your Tax Return Pre-Game is a Coach meant to ensure you're prepared for when you start filing taxes..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #3 - [Completing a Return](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	New to the tax game? We've got all the info you need on filing a return.
Twitter (X)	Download	Tax season is coming up! Take a few minutes to learn how you can complete your tax return. .
Instagram	Download	Don't miss out on getting any of your hard-earned money back this tax season. Find out how to take care of all that paperwork today..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #4 - [Tax Brackets and Statuses](#)



PLATFORM	IMAGE
Facebook	Download
Twitter (X)	Download
Instagram	Download

CAPTION

Always wondered what determines how much taxes you're required to pay? Learn more with our Tax Bracket and Statuses article..

You pay federal income tax at one or more tax rates—or percentages—based on the tax bracket(s) you fall into. Learn more with this article.

Time to make sure you're prepared for how much money you owe this tax season. Learn all about how tax brackets and statuses will affect your tax return this year.

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #5 - [Tax Planning](#)



PLATFORM	IMAGE
Facebook	Download
Twitter (X)	Download
Instagram	Download

CAPTION

A good plan could make all the difference in how much tax is owed each year. Learn why with this article. .

Did you know that investment decisions can have tax consequences? Learn how you can plan ahead..

Do you know that a flexible spending account (FSA) reduces the amount of income the IRS considers taxable? This article will show you how to use an FSA to your advantage..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #6 - [Paying Taxes](#)



PLATFORM	IMAGE
Facebook	Download
Twitter (X)	Download
Instagram	Download

CAPTION

You need to be thorough when it comes to paying taxes. Read this article to learn more..

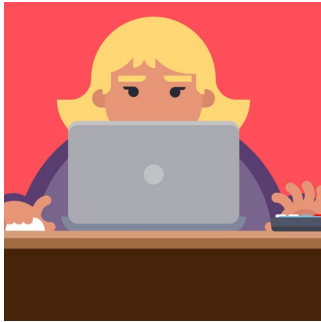
Do you make sure to pay what you owe and save where you can? If not, learn how to with this article..




If you plan ahead, you can make decisions that will reduce or postpone the tax you owe. Take a look at this article to learn more..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #7 - [Federal Income Tax Withholdings](#)






PLATFORM	IMAGE	CAPTION
 Facebook	Download	Calculate your federal income tax withholdings with this calculator..
 Twitter (X)	Download	Is your employer withholding the right amount of money for taxes each year? This calculator will tell you..
 Instagram	Download	Do you know how much income should be withheld from your paycheck. This article will tell you..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Social Media Post #8 - [How to Teach Income Tax: Lessons & Resources](#)



PLATFORM	IMAGE	CAPTION
 Facebook	Download	Prepare your kids before they need to worry about taxes. Read this article on our site to learn how!.
 Twitter (X)	Download	Taxes can be difficult to explain to kids—get tips on how to teach about them with this article on our site..
 Instagram	Download	Looking for activities that teach about taxes? This article on our site offers 5 fun activities to get the teaching started..

HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #TAX #TAXES #TAXSEASON #TAXPREP #TAXPREPRESOURCES

Email Templates

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

INSTRUCTIONS

1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:
(Ex: YOURDOMAIN.banzai.org/RESOURCENAME)

Sample Email Template

SUBJECT LINE: Are you prepared for tax season?

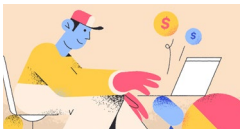
BODY TEXT:

Whether you've never created a proper budget or your current plan is in need of some updates, [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to take control of your spending habits.



Your Tax Return Pre-Game (Coach)

Filing taxes can be intimidating—but not when you have a game plan. Learn the basics of filing your taxes including key factors that may influence what you owe. Check this Coach out [here](#).



Federal Income Taxes

All federal income taxes must be paid by tax day—on or near April 15th—every year. If you understand how these taxes work and their purpose, you can better appreciate the benefits. Read more [here](#).



Completing a Return

Filing a tax return is a matter of following line-by-line instructions that come with your tax form. Each form has its own set of instructions and includes a number of charts and worksheets to help you figure out if you're eligible for credits, deductions, and exemptions. Read more [here](#).

Visit [\[YOUR DOMAIN\].banzai.org](https://[YOUR DOMAIN].banzai.org) to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.



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support@banzai.org

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