



State of New Jersey

DEPARTMENT OF THE TREASURY

PO Box 002

TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

ELIZABETH MAHER MUOIO
State Treasurer



Dear Education Professionals –

I want to thank you for all you've done throughout this pandemic to make sure New Jersey students continue to receive the quality education they deserve. We at the NJ Treasury Department are striving to aid families and school employees in our own way by launching a statewide campaign to raise awareness about [New Jersey's Earned Income Tax Credit \(NJEITC\)](#), a program that has long been championed as one of the most valuable tools to help lift people out of poverty.

Due to several important policy changes, this year the Murphy administration is making more money available to more people than ever before. Unfortunately, we estimate that roughly 25 percent of eligible taxpayers fail to apply for this valuable program, leaving hard-earned money on the table. With your help, we want to change all that.

With the tax filing season officially underway, we have created an [online toolkit](#) where you can find various promotional materials to help encourage every eligible taxpayer to apply, including: flyers, a logo, social media graphics and messages, videos, a press release, and other materials soon to come. I am reaching out to you as valued partners in our communities to help share this message with your staff and the families of the students you serve so that we can continue to expand our reach.

Taxpayers stand to receive anywhere from several hundred to several thousand dollars between the state and federal program. With your help, we can ensure every eligible, hardworking taxpayer in New Jersey claims the credit they deserve.

Please do not hesitate to reach out if you have any questions or ideas for future promotions or collaborations. I thank you in advance for your support.

Sincerely,

Elizabeth Maher Muoio
State Treasurer