



HM Revenue
& Customs

Renewing tax credits

Encouraging people to do it early, and online

Partner toolkit 2016

Contents

■ Help us spread the word	3
■ Campaign timeline	4
■ Campaign copy	6
■ FAQs	11
■ Social posts	13
■ Visual posts	15
■ It's in your hands	16

Help us spread the word

The renewal window for individuals and families already claiming tax credits is from now until 31 July 2016. In the run up to the deadline, we want to encourage people to renew their tax credits online as early as possible.

Busy lives mean people often wait until the deadline to renew their tax credits claim. We're encouraging people to renew online, in their own time and ahead of the deadline, giving them the peace of mind that comes from submitting early. We want everyone to feel confident about renewing tax credits online.

You can help us get the message out to as many people as possible.

It's over to you

Your support in spreading the word is really important to us. We're asking you to promote this tax credits renewals campaign for nine weeks through your website, newsletter, intranet, social media and any other digital channels you have. Spread the message far and wide.

Campaign timeline

This is just a guide of what to do in the lead up to the tax credits renewals deadline. Please talk about renewing tax credits as much as you can through lots of different channels. The more activity there is, the more we should see people taking action.

Over the next few pages you'll find content to help you spread the word. There are some suggested timings for your activity but please feel free to pick and choose from any of these ideas and run them when works best for you. We encourage you to get the message out there as soon as possible. This helps people avoid the rush close to the deadline.



Campaign timeline

Week 1: Launch (30 May 2016)

1

- Upload information on your website.
- Add campaign visuals to your website homepage.
- Share the launch post through all your social media channels.
- Share the first visual post too.

Week 2: Gentle reminder (6 June 2016)

2

- Share the week 2 social post through all your social media channels.
- Send out information in your company newsletter or magazine.

Week 3: People power (13 June 2016)

3

- Ask people in your organisation to share the info that you've posted on your company channels with their friends and followers who already claim tax credits.
- Nominate tax credits renewals ambassadors to help you spread the word. Give them the FAQ document that we've provided on page 12 to help them answer any questions that people may have.

Week 4: Internal push (20 June 2016)

4

- Have all your employees who are eligible for tax credits renewed theirs? Why not set up a dedicated time for them to do it in the working day and give them access to a computer if necessary.
- If you can, display information on a screen in communal areas like the staff room and canteen.

Week 5: All about the pack (27 June 2016)

5

- On 30 June, make sure you update the copy on your website, now that everyone will have received a renewal pack.
- If you're an employer, you could run another article in your staff newsletter using the post 30 June copy on page 10.

Week 6: 4 weeks to go (4 July 2016)

6

- If you're an employer, add information to your intranet site for staff to see and ask staff to add a visual to their email footer.
- Make tax credits a discussion point in any face to face conversations you have with people claiming tax credits.

Week 7: Another push (11 July 2016)

7

- Make sure you share information on your social channels using the suggested written or visual posts in this guide.
- If you're an employer, add a reminder about the deadline to employees payslips.

Week 8: And another (18 July 2016)

8

- Keep talking about tax credits renewals, but now add a little urgency.
- If you're an employer, brief your managers to talk to staff about how to renew their tax credits claim in their weekly staff meeting.

Week 9: Final plug (25 July 2016)

9

- Final campaign push before the renewal deadline. Post information everywhere.

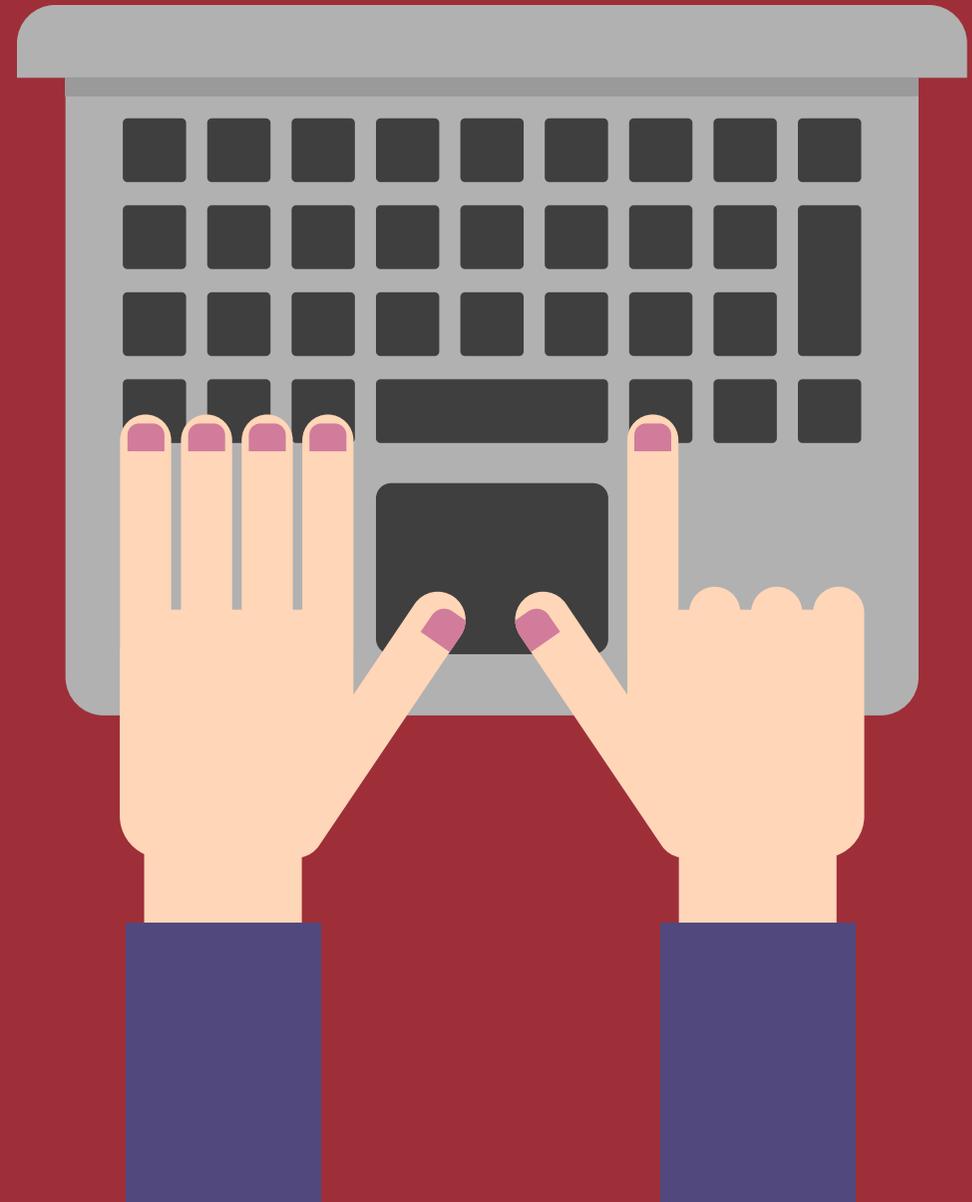


Deadline:
31 July
2016

Campaign copy

In this toolkit we have included four pieces of copy (two long and two short) that help encourage people to renew their tax credits online and sooner rather than later. Two pieces should be used before 30 June, and the other two are suitable to use after that date.

This copy is an ideal introduction to the campaign. It's suitable to be used on your website, in your newsletters, emails or magazines. Get the word out anywhere and everywhere that you can.



Campaign copy

Before 30 June – renewal packs are being sent out

Long copy

This includes everything people need to know about renewing their tax credits online so give it a special place in your communications.

Renewing your tax credits

Between now and the end of June, HM Revenue and Customs (HMRC) will be sending out over 6 million renewal packs to tax credits customers. The deadline for renewing your tax credit claim is 31 July.

That might feel like a long way away but it's really important that you get your claim in as soon as possible to avoid the rush and to make sure you submit your claim on time.

Once you receive your renewals pack, the quickest way to renew your claim is online www.gov.uk/managetaxcredits

Renewing online is more convenient and easier than ever before. You can do it at any time and in your own time. This year, HMRC has improved their digital service, which means you can:

- renew online
- notify HMRC of all changes in your circumstances
- view when your next payment is due and how much it will be.

To use the online service you will need access to:

- your National Insurance number
- your renewals pack
- a mobile phone
- and information about your income (for example your P60). You can find a full list of suitable documents here www.gov.uk/claim-tax-credits/what-counts-as-income

HMRC also has online help and web chat facilities to help you with any queries you may have about renewing.

Don't leave renewing to deadline day – submit ahead of the 31 July deadline for your peace of mind. Doing it online means that you can make sure all your information is correct and you'll also get a confirmation text as soon as your claim is in.

For more information on how to renew your tax credits, go to www.gov.uk/renewing-your-tax-credits-claim

Campaign copy

Before 30 June - renewal packs are being sent out

Short copy

This is an ideal introduction for anywhere where you're a little short of space.

Renewing your tax credits

The deadline for renewing your tax credits claim is 31 July. Avoid the rush and renew it sooner for complete peace of mind.

You'll receive your renewals pack before the end of June. The quickest way to renew your claim is online at www.gov.uk/managetaxcredits. It's more convenient and easier than ever before.



Campaign copy

After 30 June – people will now have their renewal pack

Long copy

This includes everything people need to know about renewing their tax credits.

Renewing your tax credits

The deadline for renewing your tax credits claim online is fast approaching. In order to continue receiving tax credits, you need to renew your claim by 31 July.

It's really important that you get your claim in as soon as possible to avoid the rush and to make sure you submit your claim on time. If you don't renew by the deadline, you risk your payments being stopped and having to repay the money you have received since April.

Renewing online is quick, convenient and easier than ever before. Using the information in your renewals pack, you can renew straight away at www.gov.uk/managetaxcredits. You can renew your claim online at any time and in your own time.

This year, HMRC has improved their digital service, which means you can:

- renew online
- notify HMRC of all changes in your circumstances
- view when your next payment is due and how much it will be.

To use the online service you will need access to:

- your National Insurance number
- your renewals pack
- a mobile phone
- information about your income (for example your P60).

You can find a full list of suitable documents here

www.gov.uk/claim-tax-credits/what-counts-as-income

HMRC has online help and web chat facilities to help you with any queries you may have about renewing.

So, don't leave renewing to the last minute – do it well ahead of the 31 July deadline for your peace of mind. Doing it online means that you can make sure all your information is correct and you'll also get a confirmation text as soon as your claim is in.

For more information on how to renew your tax credits, go to

www.gov.uk/renewing-your-tax-credits-claim

Campaign copy

After 30 June - people will now have their renewal pack

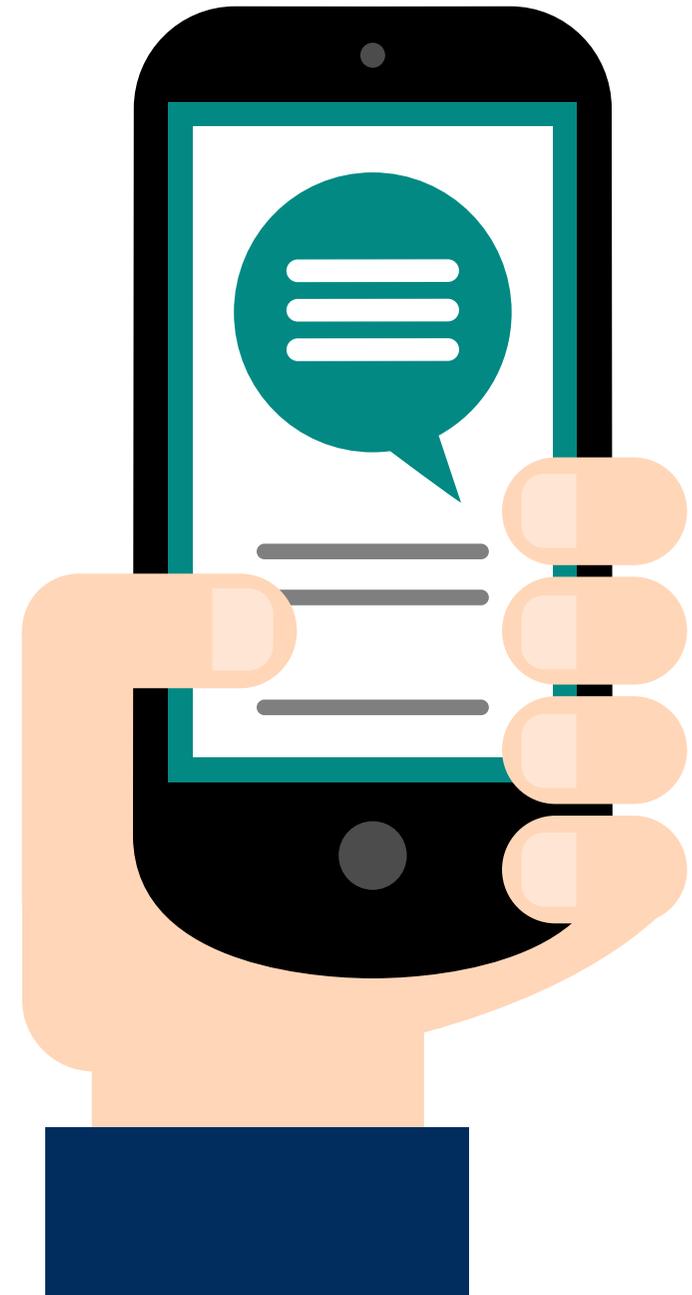
Short copy

Use this edit when you don't have enough space to go into all the detail.

Renew your tax credits today

The deadline for renewing your tax credits claim is fast approaching. To continue receiving tax credits, you need to renew your claim by 31 July.

It's really important that you get your claim in soon to avoid the rush and risk missing the deadline. Renewing online at www.gov.uk/managetaxcredits is quick and easier than ever before. You can renew straight away using the information in your renewals pack. Do it today for peace of mind.



FAQs

People may have questions about their tax credits renewal claim. We have provided a list of Frequently Asked Questions for you to share with your audience and support them in submitting their claim. You can share them all at once, or one by one to keep momentum going across the 9 week campaign.



FAQs

What is my tax credits renewals pack?

Your tax credits pack will include guidance notes that explain what you need to do, along with an annual review notice and possibly an annual declaration.

If your annual review has a red stripe across the page then you will need to check the information, renew and report any changes by 31 July.

If your annual review has a black stripe across the page, you need to check the information is correct, and you will only need to contact HMRC if you have any changes to report.

When you have received your tax credits pack, the quickest way to report changes and renew your tax credits is online at www.gov.uk/managetaxcredits

Please see your renewals pack for more information on your annual review or your annual declaration.

When will I receive my renewals pack?

Tax credits packs are sent out between April and June. If you haven't received your tax credits pack by 30 June please call HMRC on 0345 300 3900.

There is no need to call HMRC before this time as your pack is probably on its way. You will still have plenty of time to renew your tax credits and report any changes if you need to.

How do I renew my tax credit claim?

Once you receive your renewal pack, you can renew online straight away at www.gov.uk/managetaxcredits

What do I need to renew online?

In order to renew online you will need your:

- National Insurance number
- Renewals pack
- Access to a mobile
- Information on your income (for example your P60). You can find a full list of suitable documents [here](#)

How will I know that my online renewal claim has been received?

Once you complete your renewal online you will receive a confirmation screen online and a text message a few days later.

What happens if I don't renew by the deadline?

Your tax credits payments will stop and you will have to pay back all the money you've been paid since 6 April.

The quickest way to report changes and renew your tax credits between April and July is online at www.gov.uk/managetaxcredits

How do I report a change in my circumstances or payment details?

You can report any change in your circumstances and view your next payment online at www.gov.uk/managetaxcredits

How can I find out how much, and when, my next payment is?

You can view your next payment details online at www.gov.uk/managetaxcredits

You can find out more information about your taxes and check your Income Tax estimate and tax codes through your online Personal Tax Account. You can sign up for your individual account at www.gov.uk/personal-tax-account

Social posts

One of the easiest ways to spread the word about the campaign is through your social media channels. Here are some suggested posts.



Social posts

Week 1

Keep an eye out for your [#taxcredits](#) renewal pack from HMRC. It'll be arriving before the end of June. www.gov.uk/managetaxcredits

Week 2

Look out for your HMRC [#taxcredits](#) renewal pack landing on your mat any day now. As soon as it arrives, head online. www.gov.uk/managetaxcredits

Week 3

HMRC understands that your world is not 9 to 5 so neither is theirs. You can renew your [#taxcredits](#) online, anytime day or night. www.gov.uk/managetaxcredits

Week 4

Don't leave renewing your [#taxcredits](#) to the last minute. Do it online today. www.gov.uk/managetaxcredits

Week 5

Has your [#taxcredits](#) renewal pack arrived? If so, don't delay – head online today. www.gov.uk/managetaxcredits

Week 6

Renew your [#taxcredits](#) online today for complete peace of mind. www.gov.uk/managetaxcredits

Week 7

The quickest and easiest way to renew your [#taxcredits](#) is online. www.gov.uk/managetaxcredits

If you renew your [#taxcredits](#) online, not only is it quick and easy, you'll also receive a confirmation text as soon as your claim is in. www.gov.uk/managetaxcredits

Week 8

There's only a week until the deadline. Renew your [#taxcredits](#) online now. www.gov.uk/managetaxcredits

Week 9

The [#taxcredit](#) renewal deadline is 31 July. So you haven't got long. Head online today and get it done. www.gov.uk/managetaxcredits

The deadline is fast approaching. Grab your renewal pack and renew your [#taxcredits](#) online today. www.gov.uk/managetaxcredits

Visual posts

There are also eight visuals that you can use across your social media channels. Each has suggested copy to accompany it.

You are welcome to use these visual posts in any other channels, such as emails, your website or digital screens in communal areas.



To avoid getting stuck in a phone queue renew your **#taxcredits** online. There's no time like now.



HMRC understands that your world isn't 9 to 5 – you can renew your **#taxcredits** online day or night.



Not only is it quick and easy to renew your **#taxcredits** online, HMRC will also let you know when it's all done.



Online is the best place to renew your **#taxcredits**



It's always best to check. **#taxcredits**



Renew your **#taxcredits** when it suits you. But it's best to be quick, to avoid the queue.



Renewing your **#taxcredits** online means you will have peace of mind.



Online really is the best way to renew your **#taxcredits**. Don't delay!

It's in your hands

We really appreciate your help in encouraging people to renew their tax credits online and as early as possible.

Don't forget to flood all your channels with information about tax credits renewals so everyone in your network knows about it.

Another great way to spread the word is to like, share, favourite and retweet any #taxcredits posts you see from HMRC's twitter feed: @HMRCgovuk or facebook page: www.facebook.com/HMRC

You can find out more about tax credits at www.gov.uk/claim-tax-credits

If you've got any questions about this campaign just get in touch with hannah.shields@23red.com or ruth.stasiak@23red.com

Many thanks