

HB09-1043 Make-A-Wish Foundation of CO Checkoff



Over thirty years ago, Colorado became the first state in the country to allow a taxpayer to "check-off" a voluntary contribution on their state income tax form. Every year, Colorado taxpayers contribute to a diverse range of programs. Check-off contributions are typically voluntary donations from a taxpayer's refund, but they can also come from an additional amount voluntarily added to a taxpayer's liability.

THE MAKE-A-WISH FOUNDATION CHECK-OFF WILL BE PROMOTED THROUGH THE FOLLOWING STRATEGIES:

- Public service announcements with broadcast and print media partners
- Press releases during tax season
- Articles submitted to corporate partners for their newsletters
- Tagline to be included on all employee electronic email signatures
- Promoted on Make-A-Wish Foundation of Colorado web site
- Articles in Make-A-Wish Foundation of Colorado electronic and hard copy newsletters
- Make-A-Wish Foundation of Colorado phone hold message
- Make-A-Wish Foundation of Colorado Facebook page
- Make-A-Wish Foundation of Colorado fax sheets
- We will become a member of Checkoff Colorado, a grassroots collaborative statewide campaign to raise awareness and educate tax payers and tax preparers. As a member of this organization we will benefit from the website <http://www.checkoffcolorado.org>, press releases, collateral materials, and a form designed for tax payers to submit to their tax accountants indicating their donations

