



Direct File Outreach Guide

Thank you for your interest in conducting outreach for **IRS Direct File**. Your partnership is critical to helping ensure that eligible taxpayers are aware of Direct File and can successfully file their federal taxes using this now permanent online service in 2025.

This guide includes information to help you engage taxpayers in your community, make sure they know about Direct File, and understand whether they are eligible. It will be a living document, which we will update throughout the tax filing season to add additional resources and make changes based on what we're seeing from Direct File users.

To stay up to date, please visit directfile.irs.gov or email the stakeholder engagement team at Direct.File.Outreach@irs.gov.

If you plan on conducting outreach activities, please let us know so we can keep in touch.

With many thanks,

The Direct File Outreach Team

Contents

[IRS Direct File – What’s New?](#) 4

[Key Messages](#) 5

[Eligibility](#) 6

[Sample Timeline](#) 9

[Direct File User Journey](#) 10

[Email Templates](#) 11

[Outreach Assets and Content](#) 15

[Feedback Opportunities](#) 19

[Frequently Asked Questions](#) 20

IRS Direct File – What’s New?

During the 2025 filing season, IRS Direct File is a filing option that eligible taxpayers in 25 states can use to file their federal taxes online directly with the IRS, for free.

After a successful pilot during the 2024 tax filing season, where more than 140,000 taxpayers filed their tax returns using Direct File, the IRS made Direct File a permanent filing option. This year, Direct File will be available in more than twice the number of states. It will cover a far greater number of tax situations. And new features will make the tax filing process quicker and easier.

Last year, taxpayers in 12 pilot states were eligible to use the Direct File pilot: **Arizona, California, Florida, Massachusetts, Nevada, New Hampshire, New York, South Dakota, Tennessee, Texas, Washington, and Wyoming**. For the 2025 tax filing season, eligible taxpayers in the 12 pilot states and 13 new states can see if they’re eligible for Direct File: **Alaska, Connecticut, Idaho, Illinois, Kansas, Maine, Maryland, New Jersey, New Mexico, North Carolina, Oregon, Pennsylvania, and Wisconsin**.

More states have expressed interest in participating in Direct File in future years. If Direct File is not available in your state for the 2025 tax filing season, please check back for updates.

More Tax Situations Covered for 2025

In 2025, Taxpayers in Direct File’s 25 states will see more tax situations covered than the pilot. Direct File will cover more types of income, more credits, and more deductions than last year, allowing far more taxpayers to take advantage of this free filing option if it’s right for them.

Direct File will also feature key updates that will make filing taxes even quicker and easier. Last year, thousands of users got help filing their taxes through Direct File’s live chat customer service feature in English and Spanish.

This year, users can also try a new **Chat Bot** that can provide guided help on the eligibility checker. **Live Chat** is available again in English and Spanish, and it will be available with additional authentication and verification to allow chat assistants to provide more information. And users can request a callback, where IRS customer service representatives can provide technical support and answer basic tax questions in English and Spanish.

Key Messages

1. IRS Direct File allows taxpayers to easily file taxes online directly with the IRS – for free.
2. Direct File guides taxpayers through answering questions to prepare their tax return step-by-step. It works as well on a mobile phone as it does on a laptop, tablet, or desktop computer.
3. Direct File is available in English and Spanish, with customer service in both languages.
4. Taxpayers using Direct File will be able to get help from dedicated IRS Direct File customer support representatives through a live chat feature, which is available in English and Spanish.
5. Eligible taxpayers from 25 states can choose to file using Direct File: Alaska, Arizona, California, Connecticut, Florida, Idaho, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.
6. Roughly 32 million taxpayers across those 25 states will be eligible to use Direct File to file 2024 federal tax returns during the 2025 tax filing season.

Eligibility

In 2025, Direct File is a free online filing option for eligible taxpayers who lived in one of 25 states in 2024 for the entire year.

Below are tax situations supported by Direct File this year.

Types of income	<ul style="list-style-type: none">• Wage income (W-2)• Social Security income (SSA-1099)• Unemployment compensation (1099-G)• Interest income (1099-INT)• Pension and annuity income (excluding IRAs) (1099-R)• Alaska Permanent Fund Dividends for Alaska residents (1099-MISC)
Credits	<ul style="list-style-type: none">• Earned Income Tax Credit• Child Tax Credit• Credit for Other Dependents• Child and Dependent Care Credit• Premium Tax Credit• Retirement Savings Contributions Credit (Saver's Credit)• Credit for the Elderly and Disabled
Deductions	<ul style="list-style-type: none">• Standard deduction• Student loan interest• Educator expenses• Health Savings Account contributions <p>You can't use Direct File if you itemize deductions.</p>
State availability	<ul style="list-style-type: none">• Direct File will be available in 25 states: Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.• Please note, Direct File and the state tax authority work together to help you file both your federal and state return. However, if you have income from and need to file a return in more than one state, you cannot use Direct File this year.

Eligibility (continued)

Taxpayers receiving other types of income or claiming credits and deductions not on the list above or who do not live in one of Direct File's states for all of 2024 will not be able to use the Direct File in 2025.

Eligible taxpayers with SSNs and ITINs from Direct File's 25 states, who are not filing more than one state return, and who have only the types of income, credits, and deductions listed above, can choose to use Direct File in 2025.

Alternative filing options

If you are not eligible to use IRS Direct File, here are other free ways to file:

- [IRS Volunteer Income Tax Assistance \(VITA\) and Tax Counseling for the Elderly \(TCE\) free tax return preparation for qualifying taxpayers](#)
- [An IRS Free File partner](#)
- [E-file options](#)
- [Paper tax returns with or without payment](#)

Eligibility (continued)

Your outreach method and intended audience will help determine how you describe eligibility for Direct File. Complete eligibility information and Direct File’s easy-to-use eligibility screener will be found at directfile.irs.gov.

Here is some sample eligibility language:

National audience	<ul style="list-style-type: none">• Eligible filers in 25 states can use IRS Direct File to file their federal taxes directly with the IRS for free! Head to directfile.irs.gov to learn more.• IRS Direct File is now a free, permanent tax filing option, open to eligible filers in 25 states. Head to directfile.irs.gov to learn more.• Subscribe to the Direct File newsletter or get the latest updates in Direct File news or on irs.gov/directfile.
State audience	<ul style="list-style-type: none">• Eligible filers in <State> can use IRS Direct File to file their federal taxes online directly with the IRS for free! Head to directfile.irs.gov to learn more.• Eligible <State> filers can use IRS Direct File to file their federal taxes online directly with the IRS for free! Head to directfile.irs.gov to learn more.• IRS Direct File is open for free to eligible filers in <State>. Head to directfile.irs.gov to learn more.

Sample Timeline

The following timeline is intended as recommendations to help partner organizations understand the sequence of events.

December 2024	<ul style="list-style-type: none">Partners can start Direct File outreach with a special emphasis on encouraging eligible taxpayers to prepare to file.Partners could collaborate to share best practices and early lessons regarding Direct File outreach.Partners can send out the Initial outreach email included in this toolkit.
Early – Mid January 2025	<ul style="list-style-type: none">Partners could conduct general outreach about Direct File noting the start of the tax filing season and encourage audience to get ready to file, file early if they're ready, and consider using Direct File if they are eligible.
Mid – Late January	<ul style="list-style-type: none">Filing season begins in early 2025 (exact date to be announced in January).Partners can contact taxpayers interested in Direct File and encourage them to get ready to use Direct File when the filing season starts if they are ready to file.Partners could send out the Get ready email included in this toolkit.
(2025 filing season start date)	<ul style="list-style-type: none">Partners could send the Go email included in this toolkit.
February	Ahead of President's Day Weekend (February 14-17), which has historically seen a surge in tax filing, partners could engage with audiences to remind them about Direct File and encourage them to consider it if they are filing their taxes during the holiday weekend
March and April	<ul style="list-style-type: none">Partners can continue broad outreach efforts promoting Direct File to eligible taxpayers.Participants can continue to file with Direct File through Tax Day.Partners could send the Follow-up email included in this toolkit.

Direct File User Journey

1

Head to directfile.irs.gov to check your eligibility and see if Direct File is a good fit for you. (If you're not eligible, we'll connect you to alternative filing options.)

2

Sign-in to Direct File securely using your email and a secure password to [verify your identity](#). The IRS lets you access most tax tools with one account using the same login and password. If you already have an IRS online account, you can use it for Direct File. If not, you'll need to create an account to verify your identity by uploading a photo or video. Live support is always available if you need it.

3

Complete your return – Direct File will guide you through a series of questions to help you file quickly and easily. You can get support from dedicated IRS customer support specialists through a live chat feature if you need help.

4

Review your return, input your payment or refund information, and submit your federal return! Direct File will email you once your return has been accepted by the IRS.

If you need to file a state return, Direct File will connect you with your state's online filing tool to help you get started. In many cases, Direct File users can even import their federal return data directly to their state tool.

Email Templates

Please feel free to revise the templates below as you see fit, being sure to complete the sections highlighted **yellow** to customize them for your audience.

1. Initial outreach email that could be sent in December

Hello there!

As you may have heard, IRS Direct File is now a permanent option for eligible people in 25 states to file their federal taxes online directly with the IRS – for free! We have teamed up with the IRS to get the word out about this important program.

The Direct File service is available in English and Spanish, works on mobile devices as easily as it does tablets, laptops, and desktop computers, and includes dedicated customer support directly from the IRS. After a successful pilot last year, Direct File will be available on the first day of the 2025 tax filing season to file 2024 tax returns.

Direct File is an option for eligible taxpayers in 25 states in 2025, including Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming. You can use Direct File's Eligibility Checker to help you figure out if it's a good fit for your tax situation and filing needs.

If you're interested in using Direct File:

- Sign up to receive a reminder from us by **<insert action here, such as: filling out this form, replying to us here, contacting us at <email address>.**
- Subscribe to the Direct File newsletter or get the latest updates in Direct File news.
- Visit directfile.irs.gov to learn more and check again in as we get close to the start of tax filing season in early January.

<Signature>

Email Templates (continued)

2. Get ready email that could be sent week before filing season starts

Hello!

With tax season starting next week, we want to make sure you're aware of the IRS's tax filing service, IRS Direct File. We have teamed up with the IRS to get the word out about this important program. Eligible people can choose this online option to file their federal taxes directly with the IRS for free! It's available in English and Spanish, works on mobile devices as well as it does on tablets and personal computers, and includes dedicated live chat support from IRS customer service specialists.

If you're interested, get ready to use Direct File starting on the first day of the tax filing season if you are ready to file. The Direct File's Eligibility Checker will quickly help you find out if your tax situation is supported before you file, and if you're not eligible to use Direct File this year, the service will connect you to alternative filing options. More information about the tax situations supported by Direct File is available at directfile.irs.gov.

Direct File is open to people who lived in one of Direct File's 25 states in 2024 for the entire year, including Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.

For more information about IRS Direct File, please visit directfile.irs.gov.

<Signature>

Email Templates (continued)

3. Go email that could be sent on or after the first day of the tax filing season

Hello!

IRS Direct File is now open and ready to use! Head to directfile.irs.gov to get started.

We have teamed up with the IRS to get the word out about this important program. Direct File is a service from the IRS for eligible taxpayers to file their federal taxes directly with the IRS online for free. It's available in English and Spanish, works on a mobile device as well as it does on tablets and personal computers, and includes dedicated support from IRS customer service specialists.

Direct File covers many tax situations, and it's available to eligible people living Direct File's 25 states, including Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.

Did you try Direct File? The Direct File team wants to hear your thoughts and opinions to make it a better experience. Just email direct-file-feedback@coforma.io by April 15, 2025 with your name and "Direct File Feedback" on the email subject. Participation is confidential and will not affect your taxes.

<Signature>

Email Templates (continued)

4. **Follow-up** email(s) that could be sent as reminders ahead of President's Day weekend (February 14 - 17, 2025) and Tax Day (April 15, 2025)

Hello!

Tax day is quickly approaching, but it's not too late to use IRS Direct File to file your taxes directly with the IRS for free. Head to directfile.irs.gov to get started.

We have teamed up with the IRS to get the word out about this important program. Direct File is a service from the IRS that will let people file their federal taxes directly with the IRS online for free. It's available in English and Spanish, supports many tax situations, and is available to people living in 25 states, including Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.





Did you try Direct File? The Direct File team wants to hear your thoughts and opinions to make it a better experience. Just email direct-file-feedback@coforma.io by April 15, 2025 with your name and "Direct File Feedback" on the email subject. Participation is confidential and will not affect your taxes.



<Signature>























Outreach Assets and Content

We have created some assets and content you can use when conducting outreach about Direct File. Please feel free to revise this content to better meet the needs of your audience. Below are assets from the pilot; the Direct File team will update assets closer to filing season.

If you create your own outreach materials and want to share them with our team, please send them to our stakeholder engagement team at Direct.File.Outreach@irs.gov.

Asset	Content
IRS Direct File Social Share Graphic (portrait)	<div>  </div> <div> Download here (English) </div> <div>  </div> <div> Download here (Spanish) </div>
IRS Direct File Social Share Graphic (landscape)	<div>  </div> <div> Download here (English) </div> <div>  </div> <div> Download here (Spanish) </div>

Asset	Content
IRS Direct File Social Share Graphic (square)	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Download here (English)</p> </div> <div style="text-align: center;">  <p>Download here (Spanish)</p> </div> </div>
IRS Direct File Social Media Captions	<ul style="list-style-type: none"> • We’ve teamed up with the IRS to get the word out that you can file your taxes with IRS Direct File, the simple, secure, and always free way to file your taxes online directly with the IRS. Get started at directfile.irs.gov. #DirectFile #AlwaysFree • We’ve teamed up with the IRS to get the word out that you can file your taxes directly with the IRS for free and avoid paying tax preparation fees. Learn more at directfile.irs.gov. #DirectFile • We’ve teamed up with the IRS to get the word out that starting this year, you can file your taxes directly with the IRS via IRS Direct File. Get started at directfile.irs.gov and file your taxes for free from your mobile device or personal computer. • We’ve teamed up with the IRS to get the word out that IRS Direct File is helping transform how people file their federal taxes! Direct File lets people file their federal taxes directly with the IRS, without needing to use a paid preparer or give their personal information to a third party. Head to directfile.irs.gov to get started! • We’ve teamed up with the IRS to get the word out that IRS Direct File is the simple, secure, and always free way to file your federal taxes. The service will be available on Day 1 of the 2025 tax filing season. Head to directfile.irs.gov to learn more!

Asset	Content
IRS Direct File Poster	<div><div><div><div><div> Direct File</div><div>File for Free with IRS Direct File</div><div>Save time and money by filing your taxes directly with the IRS!</div><div>IRS Direct File is a simple and easy way to file your taxes for free – with no fees or surprises! You can use Direct File on your smartphone, laptop, tablet, or desktop computer to file your taxes in English or Spanish in as few as 30 minutes.</div><div>Simple, secure, and always free.</div><div><div></div><div>For more information and to see if you're eligible, visit: directfile.irs.gov</div><div></div></div></div></div><div><div><div><div> Direct File</div><div>Presente gratis con Direct File del IRS</div><div>¡Ahorre tiempo y dinero presentando sus impuestos directamente ante el IRS!</div><div>Direct File del IRS es una manera sencilla y fácil de presentar sus impuestos de forma gratuita, ¡sin cargos ni sorpresas! Puede usar Direct File en su teléfono inteligente, computadora portátil, tableta o computadora de escritorio para presentar sus impuestos en inglés o español en tan solo 30 minutos.</div><div>Simple, seguro y siempre gratis.</div><div><div></div><div>Para obtener más información y ver si es elegible, visite: directfile.irs.gov</div><div></div></div></div></div><div>Download here (English)</div><div>Download here (Spanish)</div></div></div></div>
IRS Direct File Poster	<div><div><div><div><div> Direct File</div><div>File for Free with IRS Direct File</div><div>Direct File is now a permanent IRS service that helps people save time and money by filing their taxes online, for free, directly with the IRS. Direct File is safe and easy to use: no fees, no surprises.</div><div>Direct File works as well on a smartphone as it does on a laptop, tablet, or desktop computer, and you can file your taxes in English or Spanish in a little as 30 minutes.</div><div>Direct File will be available to eligible taxpayers in 25 states, starting on the first day of the 2025 tax filing season:</div><div><div><div><div>Alaska</div><div>Arizona</div><div>California</div><div>Connecticut</div><div>Florida</div><div>Idaho</div><div>Illinois</div><div>Kansas</div><div>Maine</div></div><div><div>Maryland</div><div>Massachusetts</div><div>Nevada</div><div>New Hampshire</div><div>New Jersey</div><div>New Mexico</div><div>New York</div><div>North Carolina</div></div><div><div>Oregon</div><div>Pennsylvania</div><div>South Dakota</div><div>Tennessee</div><div>Texas</div><div>Washington</div><div>Wisconsin</div><div>Wyoming</div></div></div><div></div></div><div>Simple, secure, and always free.</div><div><div></div><div>Visit directfile.irs.gov to get started.</div><div></div></div></div></div><div><div><div><div> Direct File</div><div>Presente sus impuestos gratuitamente con Direct File del IRS</div><div>Direct File es ahora un servicio permanente del IRS que ayuda a las personas a ahorrar tiempo y dinero al presentar sus impuestos en línea, de forma gratuita, directamente ante el IRS. Direct File es seguro y fácil de usar; sin tarifas, sin sorpresas.</div><div>Direct File funciona tan bien en un teléfono inteligente como en una computadora portátil, tableta o computadora de escritorio, y le permite presentar sus impuestos en inglés o español en tan solo 30 minutos.</div><div>Direct File estará disponible para contribuyentes elegibles en 25 estados, a partir del primer día de la temporada de presentación de impuestos de 2025.</div><div><div><div><div>Alaska</div><div>Arizona</div><div>California</div><div>Connecticut</div><div>Florida</div><div>Idaho</div><div>Illinois</div><div>Kansas</div><div>Maine</div></div><div><div>Maryland</div><div>Massachusetts</div><div>Nevada</div><div>New Hampshire</div><div>New Jersey</div><div>New Mexico</div><div>New York</div><div>North Carolina</div></div><div><div>Oregon</div><div>Pennsylvania</div><div>South Dakota</div><div>Tennessee</div><div>Texas</div><div>Washington</div><div>Wisconsin</div><div>Wyoming</div></div></div><div></div></div><div>Simple, seguro y siempre gratis.</div><div><div></div><div>Visite directfile.irs.gov para ver si reúne los requisitos.</div><div></div></div></div></div><div>Download here (English)</div><div>Download here (Spanish)</div></div></div></div>

Asset	Content
IRS Direct File Web Banner Ad (vertical)	<div data-bbox="664 325 745 718"> </div> <div data-bbox="561 751 847 783"> Download here (English) </div> <div data-bbox="1213 325 1294 718"> </div> <div data-bbox="1105 751 1401 783"> Download here (Spanish) </div>
IRS Direct File Web Banner Ad (horizontal)	<div data-bbox="557 1003 854 1039"> </div> <div data-bbox="561 1073 847 1104"> Download here (English) </div> <div data-bbox="1105 1003 1401 1039"> </div> <div data-bbox="1105 1073 1401 1104"> Download here (Spanish) </div>

Asset	Content
IRS Direct File Radio PSA Script (30 seconds)	<p>We've teamed up with the IRS to get the word out that Direct File is a permanent, free tax filing option.</p> <p>IRS Direct File lets people file their federal taxes online directly with the IRS from the convenience of their mobile device or personal computer. It's available in English and Spanish and is designed to be simple, secure, and always free.</p> <p>IRS Direct File: simple, secure, and always free. Head to "direct file dot IRS dot gov" to get started.</p> <p>A message from [Organization name].</p>
IRS Direct File Text Script	<p>This text script may be sent to subscribers via SMS or used as copy on social media posts.</p> <p>Hi [first name], this is [organization]. We've teamed up with the IRS to let you know that you may be eligible to use IRS Direct File, the IRS's free tax filing online service. It's simple, secure, and always free. Head to directfile.irs.gov to learn more.</p>

Feedback Opportunities

General feedback about Direct File from partner organizations can be sent to our stakeholder engagement team at Direct.File.Outreach@irs.gov.

As part of the Direct File evaluation, the Direct File team will be seeking feedback from taxpayers about their experience, what worked well, and what didn't. **These will be short interviews by phone or video conference and selected participants will be compensated for time spent providing feedback.** If you have any community members who are willing to provide feedback before April 15, 2025, please ask them to email direct-file-feedback@coforma.io with their name and "Direct File Feedback" on the email subject. Participation is confidential and will not affect participants' taxes.

Frequently Asked Questions

What is Direct File?

Direct File is a digital service that allows taxpayers to file their federal taxes directly with the IRS for free. Following a successful pilot in 2024, the IRS made Direct File a permanent tax filing option. This year, Direct File is available to eligible taxpayers in 25 states.

See directfile.irs.gov for pilot information and updates.

Who is eligible for the Direct File pilot?

Direct File supports many common tax situations, including wage income from jobs that's reported on a W2, social security income, pension and annuity income, and more. The service supports several tax credits such as the Earned Income Tax Credit, the Child Tax Credit, Child and Dependent Care Credit, and others. Direct File supports deductions for student loan interest and Health Savings Accounts.

In which states will IRS Direct File be available in 2025?

The Direct File pilot is projected to be available to eligible taxpayers residing in 25 states, including Alaska, Arizona, California, Connecticut, Florida, Idaho, Illinois, Kansas, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington, Wisconsin, and Wyoming.

Taxpayers who lived in one of those 25 states in 2024 for the entire year may be eligible to use Direct File this year. Interested taxpayers can check their eligibility for Direct File at directfile.irs.gov.