

CARES ACT Charitable Deduction Information & Sample Messaging

What is the charitable deduction?

In March, Congress enacted the CARES Act, which created a new charitable deduction available to the 120 million Americans that do not itemize their deductions. This new benefit, also referred to as a universal deduction, allows for a charitable deduction of up to \$300 per individual.

Who is eligible for this charitable deduction?

Donors who do not itemize their tax returns are eligible for a new \$300 charitable deduction for **donations made in 2020**. **Pledges to be paid in 2021 are not eligible.**

When does the deduction expire?

The charitable deduction was enacted to help charities raise donations in 2020 and expires on December 31, 2020.

Does the option of a charitable deduction actually impact how much people donate?

Research indicates that even people who make small donations are influenced by tax policy. But since 2018, only about 10% of taxpayers have been able to take a charitable deduction until now.

Sample Messaging

Sample #1

United Way's work is fueled by donations. There is so much work to do in the face of the 2020 economic downturn. Now, more than ever, please consider donating to United Way! Eligible taxpayers can deduct up to \$300 in charitable contributions made in 2020.

Sample #2

As the fiscal sponsor of the COVID-10 Greater Evansville Response Fund, the United Way has helped provide food, shelter, financial assistance, mental health resources, childcare and more during the pandemic. But community needs will continue beyond the immediate crisis. Now, more than ever, please consider donating to United Way so it can help families and nonprofits rebuild their futures. A donation made in 2020 may be eligible for a tax deduction up to \$300.

Sample #3

Did you know that for most taxpayers, up to \$300 of donations to charity are deductible in 2020? Now, more than ever, please give to United Way today to provide thousands of people in our region a brighter tomorrow!

Sample #4

The CARES Act created a \$300 charitable deduction for many Americans who don't itemize their taxes. When you donate to United Way of Southwestern Indiana, you may be eligible for a tax break of up to \$300! Now, more than ever, please consider donating today.

Sample Post Script to add to your campaign emails

P.S. This year, up to \$300 of your donation may be tax deductible, even if you don't usually itemize. The new charitable deduction allows most Americans to deduct donations to charities from their taxes when filing for gifts made in 2020. Now, more than ever, please support United Way.