



**CLICK. ZIP. FAST ROUND TRIP.**

---

## **Wisconsin Department of Revenue E-File Marketing**

### **2002 Marketing**

2002 Marketing budget was zero dollars. All marketing efforts were limited to promotions that were free of charge. We did not hire the LTE's we had in prior years. Full time staff was used to process the returns.

- Press conferences and newspaper articles.
- Flyers, brochures, and table tents were displayed at libraries, local businesses and conventions held in Madison and Milwaukee.
- Presented workshops, seminars, and conferences for ERO's.
- High visibility on DOR web site, approved software vendors & forms/schedules supported, free software for Wisconsin, authorized e-file providers, listserv used to contact preparers.
- Web site displayed a refund inquiry page.
- All publications, press releases, and advertising included that it could take up to 12 weeks to process a refund for a paper filed return vs. 5 days for an e-filed direct deposit return.

- Free e-filing for all DOR employees, an email was sent and information posted on the Intranet.
- Advertised on the cover & in the instructions of income tax booklets.
- Internet forms were watermarked with 'Choose E-File and Receive Your Refund Within 5 days'.
- Expanded e-filing to include Homestead filers.
- Expanded TeleFile to NetFile (web version of TeleFile).
- Sent postcards to taxpayers that qualified for free e-filing.
- Flyers inserted into late April filers refund checks.
- All state agencies had a link posted on their web site.
- DOA inserted a flyer into 60,000 state employee paychecks.
- DOT had an article and link posted on their web site, a message on the LED scrolling signs, inserted a flyer into license renewal notices, displayed flyers, brochures, and table tents at 28 five-day stations.
- Emission stations displayed flyers, brochures, and table tents.
- Lottery posted a link on their web site, a message on the online tickets, a message on the LED scrolling signs of the retailers online machines, an article in the retailers newsletter, brochures for the reps to distribute to retailers.
- General Motors printed an article in the employee newsletter once every month during January through April.
- Utility companies inserted a flyer or printed a blurb on bills.

## **2003 Marketing**

This year we had Vocational Technical students & some LTE's to process the returns. We had about \$10,000 given to us from the ITS unit to market e-filing. We spent the money on the DOR mail truck signage, bumper stickers, flyers, and mass transit advertising. All other marketing was done at no charge. The list below is in addition to all the marketing done in 2002.

- ABC, NBC, CBS, and Fox posted a link on their web site & displayed processing information on the evening newscasts.
- Mandated ERO's to e-file ([www.dor.state.wi.us/eserv/rule.html](http://www.dor.state.wi.us/eserv/rule.html)).
- Advertised on DOR mail truck.
- Link to FreeFile Alliance ([www.dor.state.wi.us/eserv/irsfree.html](http://www.dor.state.wi.us/eserv/irsfree.html)).

- Opened TeleFile application to include more filers.
- E-mail pilot program to send e-filing notices to taxpayers.
- Built an in-house e-filing program.
- DOR had a VITA site in Madison.
- IRS had VITA sites around the state.
- State employees inserted a message with signatures sent in e-mails.
- An email was sent to all the employees at each state agency asking the state employees to e-file.
- Wisconsin.gov posted a link on their web site.
- DNR displayed bumper stickers on 300 state vehicles.
- DOT displayed bumper stickers on 100 state vehicles.
- Lottery displayed bumper stickers on 20 state vehicles.
- UW posted an article and link on the student portal, an article in the Student News distributed BI-weekly to thousands of subscribers.
- Wisconsin colleges posted an article and link on the student portal.
- American Family e-mailed an article to all the employees.
- Madison Gas & Electric printed an article in the customer newsletter sent with February and April bills.
- Mass Transit buses displayed signs inside & outside the buses.

The results have been tremendous.

1999: 21% of all returns were e-filed; 18% increase over 1998.

2000: 26% of all returns were e-filed; 20% increase over 1999.

2001: 33% of all returns were e-filed; 25% increase over 2000.

2002: 50% of all returns were e-filed; 34% increase over 2001

## **Now you can E-file your state tax return for free!**

The Wisconsin Department of Revenue is notifying taxpayers of four ways to file Individual Income Tax returns electronically.

That includes a new service: an on-line, fill-in-the-blank personal income tax form that you can file with the click of a computer mouse. Because it is free of charge, it's called [Wisconsin Free-File](#).

If you don't qualify for Wisconsin Free-File you can still electronically file a [Free Wisconsin Return](#).

If you don't qualify for free electronic filing you can still file electronically through a [professional tax preparer](#).

To make short work of even the most complex tax return, access the sophisticated [tax preparation software](#) provided by third-party e-filing providers.

The Wisconsin Department of Revenue is encouraging electronic tax filing for two reasons:

1. Filing your Individual Income Tax return electronically means better service. Choose direct deposit and usually get your refund within 5 working days no matter when you file - even at the April 15 filing deadline. That's 5 days compared to up to 12 weeks required by traditional paper returns.
2. E-filing helps the State of Wisconsin stretch its limited resources in this tight budget because electronically filed returns require less handling than paper returns which also saves the taxpayers money.

Because American Family Insurance does not allow the use of business computers to file your Individual Income Tax return, please forward this e-mail and its built-in links to your home computer. Consider also forwarding this e-mail to friends and neighbors to encourage them to e-file, as well.

Marcia Gray  
Electronic Filing Coordinator  
Wisconsin Department of Revenue  
2135 Rimrock Rd  
Madison, WI 53708

WISCONSIN DEPARTMENT OF REVENUE INCOME TAX REFUND UPDATE

Paper returns: Now completing processing of

- ◆ regular returns received by March 12, 2003,
- ◆ homestead credit claims received by March 26, 2003,
- ◆ earned income credit claims received by March 12, 2003.

If you filed a paper return today, estimated refund processing time is ten weeks for a regular return and twelve weeks for homestead and earned income credit.

Electronic filing: Refunds in approx. 5 working days no matter when you file.  
(Paper and electronic returns that require review or adjustment will take longer)  
To file electronically, see a professional tax preparer or file online at Wisconsin.gov  
E-file Wisconsin returns free using Wisconsin FreeFile.

Total Returns expected (projected): 2.9 million

Returns Received to – date		%
E-filed	1,262,340	50
Paper (estimate)	1,267,000	50
<b>Total Received to – date</b>	<b>2,529,340</b>	
# of Refunds Issued	1,687,020	
Average Refund Amount	\$586	

# FreeFile

---

## WISCONSIN

*E-File Your Tax Returns*  
*On-line at [www.wisconsin.gov](http://www.wisconsin.gov)*

*Get returns in days instead of weeks*

WISCONSIN DEPARTMENT OF REVENUE  
DNR