



# News Release

## Comptroller Brooke E. Lierman, Governor Wes Moore Announce Public Launch of Expanded Earned It Campaign

*All-of-government approach driving campaign shows early signs of success*

**Greenbelt, Md. (March 2, 2026)** — **Comptroller Brooke E. Lierman** and **Governor Wes Moore** today announced the public launch of the expanded Earned It Campaign, Maryland’s all-of-government initiative to increase awareness and access to the state Earned Income Tax Credit (EITC) and other essential tax credits, the largest anti-poverty program in the state.

Joined by leaders from state partner agencies and nonprofits, the Comptroller and Governor underscored the EITC as a tool to increase economic mobility. They highlighted early signs of success and outlined the next phase of expanded statewide outreach to ensure that every eligible Marylander claims the tax credits they have earned.

“The Earned Income Tax Credit is one of the most powerful tools we have to expand opportunity and build Maryland’s middle class,” **said Comptroller Brooke Lierman.**

“When we work together to spread the word, we ensure more working Marylanders can access the resources they have earned.”

"When I took office, I pledged that Maryland would have the most aggressive approach in the country to end child poverty, and the Earned It campaign is central to that mission," **said Gov. Moore**. "We're working together across government and meeting people where they are to make sure no Marylander leaves money they earned on the table. This is government being proactive -- not passive -- and working better for the people it serves."

The Earned Income Tax Credit provides up to \$4,000 to working Marylanders who file a state tax return and claim the credit. A [study conducted by the Urban Institute in partnership with the Comptroller of Maryland](#) found that the largest numbers of eligible but non-claiming filers live in Prince George's County, Montgomery County, Baltimore County, and Baltimore City—areas that are also home to many historically underserved residents. For these families and many others, an EITC refund can cover two to three months of rent, four months of groceries, or several months of health care coverage, offering critical stability at a time when rising costs continue to strain household budgets.

Last year, the Comptroller of Maryland and Governor launched the Earned It Campaign in partnership with five state agencies, generating more than 3.2 million touchpoints statewide. These efforts contributed to a higher percentage of Maryland filers successfully claiming the EITC for tax year 2024 and reduced the number of eligible households who missed the credit. As a result, Marylanders received an additional \$42 million in EITC refunds last tax year. In total, the state returned \$519 million in Earned Income Tax Credits to 477,000 hard-working Marylanders.

This year, with \$300,000 in annual funding provided by the General Assembly, the Earned It Campaign is now expanding into a sustained, multi-year effort. Taking an all-of-government approach, the campaign engages over a dozen state agencies with the Governor's Office for Children leading agency coordination efforts. Agency partners include:

1. Maryland Department of Disabilities

2. Maryland Department of Housing and Community Development
3. Maryland Department of Labor
4. Maryland Department of Service and Civic Innovation
5. Maryland Benefits
6. Maryland Department of Aging
7. Maryland Higher Education Commission
8. Maryland Department of Human Services
9. Maryland Motor Vehicle Administration
10. Maryland Department of Veterans & Military Families
11. Maryland Department of Health
12. Maryland Health Benefit Exchange
13. Maryland State Department of Education

During a press conference held today at the Comptroller of Maryland's Greenbelt branch, speakers emphasized that this year's campaign is expanding its efforts to meet people where they are—across more communities than ever before. This approach is informed by [an analysis of Tax Year 2024 data](#), which found that while the top five areas with the highest number of eligible filers account for 70 percent of all statewide claims, an estimated 72,000 Marylanders who appeared eligible last year did not claim their credits. The data also shows that rural counties generally have lower claim rates. Through this multi-agency partnership, the campaign is strategically reaching populations who may be harder to connect with through traditional outreach, or who may not recognize their eligibility for these credits, including veterans and military families, people with disabilities, immigrants, individuals experiencing homelessness, and seniors.

“Connecting families to these tax credits is a core pillar of Maryland’s work to increase access to critical benefits and services,” **said Governor’s Office for Children Special Secretary Carmel Martin.** “Through the power of cross-agency collaboration and partnership, we are streamlining how government works to build lasting economic opportunity for every Marylander.”

Since early January, the expanded campaign has generated over 6 million touchpoints through:

- Digital outreach to over 900,000 benefits recipients.
- Sending 50,000 letters to Marylanders likely eligible for the EITC who did not claim it last year.
- Launching a far-reaching advertising campaign and social media push, generating over 4 million views.
- Distributing 125,000+ printed materials in eight languages to more than 200 locations statewide.
- Expanded direct engagement through community presentations led by the Office of the Comptroller's Public Engagement team.

In partnership with the Urban Institute and New America, the Comptroller's Office conducted research and user testing to better understand the barriers to accessing the EITC and to identify the most effective outreach strategies for Maryland residents. These insights help ensure the campaign better reflects how residents interact with government services.

The campaign has also worked closely with nonprofit partners, including the CASH Campaign of Maryland and We Are CASA!, to expand access to free and low-cost tax preparation services that help eligible families, including those in multicultural communities, successfully claim the credit.

The year's campaign's outreach strategy is comprehensive and coordinated, using targeted direct mail to unemployment claimants, email outreach to SNAP enrollees, notifications to Marylanders enrolled in Medicaid, messages to families with children in public schools, and in-person community presentations led by the Comptroller's public engagement team. In the coming months, outreach will leverage radio, local news, agency branch locations, and even screens at MVA branches. Together, these

expanded efforts aim to connect with residents where they are and help ensure every eligible taxpayer claims the credit they have earned.

Marylanders can learn more about the state Earned Income Tax Credit, determine eligibility, and find free tax preparation assistance by visiting [MarylandComptroller.gov/EarnedIt](https://MarylandComptroller.gov/EarnedIt). Free help is available through the Comptroller's 11 branch offices, VITA sites across the state, and trusted community partners.



**Comptroller Brooke E. Lierman delivers remarks during the EITC Campaign press event on March 2, 2026**



**Governor Wes Moore delivers remarks during the EITC Campaign press event.**



**Deputy Secretary Eric Morisette explains how the Office of the Comptroller's partnership with the Governor's Office for Children has helped expand EITC campaign outreach efforts.**



**We Are CASA! Director of Immigrant Integration Pablo Blank discusses the services the organization provides to support eligible filers.**



**CEO Robin McKinney discusses the partnership between the CASH Campaign and the Office of the Comptroller.**



**New Practice Lab Senior Advisor Simone Brody discusses the importance of the New America partnership with the Office of the Comptroller and how data has helped inform the strategies used in this year's campaign.**

To view more photos from today's event, click [HERE](#).

###

**Media Contacts**

**Renesha Alphonso**

[ralphonso@marylandtaxes.gov](mailto:ralphonso@marylandtaxes.gov)

443-926-4790 (cell)

Comptroller of Maryland, 80 Calvert Street, Annapolis, Maryland 21401, United States