**RITA NEW MEMBER COMMUNICATION PLAN TEMPLATE – FOR AN EXISTING TAX**

This plan serves as a guide for municipalities joining RITA to assist in their communications efforts related to the transition to RITA in their communities. The resources include verbiage and image options for websites, newsletters, social media, etc. and can be customized by each city/village.

**RESOURCE: Initial Communication From The City/Village To Your Community**

**TIMING: Upon Joining RITA**

**HOW TO USE: Sample Wording for use in municipal communications including newsletters, websites, social media, etc.**

**Sample Message**

**Customize the language in RED for your municipality**

**INSERT CITY/VILLAGE NAME TO PARTNER WITH RITA TO ADMINISTER AND COLLECT MUNICIPAL INCOME TAX**

Effective insert exact date, the Regional Income Tax Agency (RITA) will begin collecting municipal income tax for the insert city/village name. RITA is a government agency formed by Ohio cities and villages to collect municipal income tax as a shared service. The insert city/village name chose RITA to collect its municipal income tax because of its ability to offer residents and businesses online tools and services, and because of its ability to provide the City or Village with efficient and effective tax collection solutions that result in cost savings and increased tax collections. Welcome Letters will be mailed by RITA to residents and businesses on file beginning insert date (will be provided by RITA).

The insert city/village name will continue to process city or village income tax forms and payments until insert date (will be provided by RITA). **Residents and businesses can learn more about municipal income tax and RITA, and explore all of RITA’s online resources for taxpayers by visiting the Welcome New Taxpayers and Welcome New Businesses pages at** [**https://www.ritaohio.com/**](https://www.ritaohio.com/)**.**

**Sample Social Media Posts -** Initial Communication From The City/Village To Your Community

**Sample 1**

Effective insert exact date, the Regional Income Tax Agency (RITA) will begin collecting municipal income tax for the insert city/village name. Welcome Letters will be mailed by RITA to residents and businesses on file beginning insert date (will be provided by RITA). Residents and businesses can learn more about municipal income tax and RITA and explore all of RITA’s online resources for taxpayers by visiting the Welcome New Taxpayers and Welcome New Businesses pages at [www.ritaohio.com.](https://www.ritaohio.com/)

**Sample 2**

The Regional Income Tax Agency will begin collecting municipal income tax for the city/village on insert date (will be provided by RITA). Residents and businesses can learn more about municipal income tax and RITA and explore all of RITA’s online resources for taxpayers by visiting the Welcome New Taxpayers and Welcome New Businesses pages at [www.ritaohio.com](https://www.ritaohio.com/).

**Social Media Images –** jpeg files are attached.

**RESOURCE: Secondary Communication From The City/Village To The Community**

**TIMING: One Month Prior to Start Date**

**HOW TO USE: Sample Wording for use in municipal communications including newsletters, websites, social media, etc.**

**Sample Message**

**Customize the language in RED for your municipality**

**REGIONAL INCOME TAX AGENCY TO SEND WELCOME LETTERS TO RESIDENTS AND BUSINESSES IN THE INSERT CITY/VILLAGE NAME BEGINNING INSERT DATE**

As part of our partnership, the Regional Income Tax Agency (RITA) will begin collecting municipal income tax for the insert city/village name effective insert date (will be provided by RITA). After insert date (will be provided by RITA), all insert city/village name tax payments and tax returns **for prior years and future tax years** are to be sent to RITA.

**What is the Regional Income Tax Agency, also referred to as RITA?**

RITA is a government agency formed by Ohio cities and villages to collect municipal income tax as a shared service. The insert city/village chose RITA to collect its municipal income tax because of its ability to offer residents and businesses online tools and services, and because of its ability to provide the city/village with efficient and effective tax collection solutions that result in cost savings and increased tax collections.

Residents and businesses can learn more about municipal income tax and RITA and explore all of RITA’s online resources for taxpayers by visiting the Welcome New Taxpayers and Welcome New Businesses pages at [www.ritaohio.com](https://www.ritaohio.com/).

**What do you need to do?**

**For Residents:**

After insert date (will be provided by RITA) all insert city/village tax payments and tax returns for **current and prior tax years** are to be sent to RITA. We encourage you to use RITA’s online account tool [MyAccount](https://eservices.ritaohio.com/) to file and pay your municipal income tax, enroll in electronic billing, view your account history and more. Residents will have access to RITA’s [MyAccount](https://eservices.ritaohio.com/) application beginning insert date (will be provided by RITA).

For residents who want the convenience of online tools without the creation of an online account, RITA offers [FastFile](https://eservices.ritaohio.com/webtax/fastfiling/home) and [FastPay](https://eservices.ritaohio.com/webtax/fastpay/home) to file and pay your municipal income tax with no login, user ID or password required. [FastFile](https://eservices.ritaohio.com/webtax/fastfiling/home) and [FastPay](https://eservices.ritaohio.com/webtax/fastpay/home) applications will be available for use beginning insert date (will be provided by RITA). Paper tax forms may also be printed at [www.ritaohio.com](https://www.ritaohio.com/).

**For Businesses:**

After insert date (will be provided by RITA) withholding tax for the insert city/village must be remitted to RITA. If your business is already remitting withholding taxes to RITA for another RITA municipality, simply add the insert city/village withholding tax payment to the employer withholding return (Form 11). Businesses may utilize RITA’s online account tool [MyAccount](https://eservices.ritaohio.com) to remit withholding tax beginning insert date (will be provided by RITA). Paper withholding forms are also available to print at [www.ritaohio.com](https://www.ritaohio.com/).

RITA looks forward to serving the insert city/village and its taxpayers. If you have any questions, please contact RITA’s customer service representatives at 800-860-7482 or visit the Welcome New Taxpayers or Welcome New Businesses pages at [www.ritaohio.com](https://www.ritaohio.com/).

**Sample Social Media Posts -** Secondary Communication From The City/Village To The Community

**Sample 1**

You likely received a letter in the mail recently from the Regional Income Tax Agency (RITA) regarding their services going into effect for residents of insert city/village name.

You are receiving this letter because the insert city/village name chose RITA to collect its municipal income tax because of its ability to offer residents and businesses online tools and services, and because of its ability to provide the City/Village with efficient and effective tax collection solutions that result in cost savings and increased tax collections.

Residents and businesses can learn more about municipal income tax and RITA, and explore all of RITA’s online resources for taxpayers by visiting the Welcome New Taxpayers and Welcome New Businesses pages at [www.ritaohio.com](https://www.ritaohio.com/).

**Sample 2**

Effective insert date (will be provided by RITA), the Regional Income Tax Agency (RITA) will begin collecting municipal income tax for the insert city/village name. The insert city/village name chose RITA to collect its municipal income tax because of its ability to offer residents and businesses online tools and services, and because of its ability to provide the city/village with efficient and effective tax collection solutions that result in cost savings and increased tax collections.

Visit [www.ritaohio.com](https://www.ritaohio.com/) to learn more about their services and create your account.

**Social Media Images** jpeg files are attached.