Identified Need

• Lack of tax knowledge in young adults (ages 15-25)
• Need to increase voluntary tax payer compliance
• Reducing the cost of non-compliance tasks performed by CDOR
• Improve customer service rating of CDOR
• Remove and/or explain CDOR jargon
Steps Taken

• Researched existing websites that provide tax education resources
  • Government
  • Private: Profit & Non-Profit
• Conducted focus groups with targeted demographic
  • Existing tax knowledge
  • Website design
• Formed a cross-department content review team
• Contacted other Colorado government divisions to approve content and web links to their resources
• Identified and tested a web platform for constructing website
• Recruited student volunteers for intro videos
• Designed Marketing Campaign
Result

• Easy to navigate and colorful website
  • Video introductions
  • Catchy web page titles
• Links to other state and federal resources as it applies to taxes and other “adulting” topics:
  • Starting a business
  • Buying and selling a vehicle
  • Choosing a career
• Adults outside of the targeted group are also using the website
• Marketing campaign has resulted in other opportunities to provide educational workshops to Colorado residents
Marketing Campaign

Student Events

Social Media Posts

RTD Ads
Contact Us

If you would like more information on this program email us at:

DOR_TaxInfoEmail@state.co.us

(Note there is an underscore between “DOR” and “Tax.”)