



News Release

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Department receives national plain language award

ST. PAUL, Minn. – Recently, the Minnesota Department of Revenue was recognized for its plain language work with an award from the national Center for Plain Language.

“Our goal is to make sure our customers get information from us in plain, easy-to-understand formats – this award is a testament to the work Revenue employees put into achieving that goal,” said Revenue Commissioner Cynthia Bauerly. “We are proud to accept this award and will continue to strive each day to make Governor Mark Dayton’s goal of better government a reality.”

The department won the Center for Plain Language ClearMark Award in the “Best in Multimedia - short” category for its multimedia campaign that promoted direct deposit for tax refunds. The department was also a finalist in the “Before and After - short” category for its plain language revisions to a frequent letter to taxpayers regarding federal offsets. The ClearMark Awards recognize communications written for consumers by government agencies, private companies, and non-profit organizations.

The department’s direct deposit multimedia campaign used traditional promotion through press releases, but also utilized video to reach customers who do not use or have access to traditional news outlets. “No worries” toolkits were sent to about 2,500 tax preparers in Minnesota. Each toolkit included an introductory letter about the campaign and promotional materials – handouts, posters, and stickers. The campaign resulted in a 4 percent increase in the use of direct deposit last year. Direct deposit is the safest and most efficient way for the department to process and taxpayers to receive refunds.

About the Center for Plain Language

The Center for Plain Language's mission is to champion clear communication so people and organizations can thrive. Their vision is to create a culture of clarity. Every audience. Every format. Every time. For more information, and a full list of winners and finalists, visit centerforplainlanguage.org.

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