



**CHOOSE
CHILDREN
2018**



California needs a children's governor.

Choose Children 2018 is committed to ensuring California's next governor is a champion for young children. Our next governor must make early childhood care and education more accessible, affordable, and of higher quality for babies, toddlers and preschoolers.

67,000

childcare spaces lost since 2008.

86%

of eligible babies and toddlers have no access to affordable early childhood education programs.

75%

of families seeking licensed childcare can't find it.

HOW WE'LL GET THERE

VOTER ENGAGEMENT

Petition Drive, Email marketing, Events

CANDIDATE DEBATE

SVCF Hosted Debate: May 8th

EARNED MEDIA

Editorial Boards, Public Opinion Polling, Op-Eds

DIGITAL MEDIA

Social Media, Website, Campaign Video

PAID MEDIA

Media Partnerships, Digital, Print

**POLICYMAKER
ENGAGEMENT**

One-on-one briefings, Policy forums,
Policy Platform



KEY MILESTONES

- ✓ SVCF Hosted Debate: May 8th
- ✓ Poll Release: April
- ✓ Petition Launch: May
- ✓ Primary: June 5th
- ✓ Election Day: November 6th
- ✓ Governor's Budget: January 2019

To join our movement: **CHOOSECHILDREN.ORG**