



CAMPAIGN TOOLKIT

A GUIDE TO ELECTING A CHILDREN'S
GOVERNOR FOR CALIFORNIA IN 2018



**CHOOSE
CHILDREN
2018**

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03

CAMPAIGN OBJECTIVE



A CHILDREN'S GOVERNOR FOR CALIFORNIA

Choose Children 2018 is committed to ensuring California's next governor is a champion for young children who makes early childhood care and education more accessible, affordable, and of higher quality for all children. Our goal is for every gubernatorial candidate to publicly commit to supporting early childhood care and education (known as "ECE") and, should they be elected, take immediate action to support infants, toddlers and preschoolers during the first 100 days of their Administration and beyond.



04 HOW TO USE THIS TOOLKIT

CALIFORNIA'S BABIES, TODDLERS AND PRESCHOOLERS HAVE NOT RECEIVED THE ATTENTION OR INVESTMENT THEY DESERVE.

Despite decades of research that clearly demonstrate the importance of the first five years, California lags behind the rest of the nation and the world in caring for and educating our youngest residents. The 2018 California governor's race represents a defining moment for the future success of our youngest children, and ultimately, the strength of our state. Californians want a children's governor.

The enclosed is a call-to-action for children's advocates, ECE experts and other supporters of early childhood development to get involved in the Choose Children 2018 campaign.

YOUR SUPPORT AND PARTICIPATION IS ESSENTIAL TO MAKING OUR VISION A REALITY!

This toolkit will give you the resources necessary to support the Choose Children 2018 campaign and to be an effective voice and powerful advocate for early childhood care and education. Enclosed are ready-to-use materials for your own communication channels such as websites, newsletters and social media.

For questions, please contact Pete Weldy at pweldy@siliconvalleycf.org.



HOW YOU CAN HELP

SPREAD THE WORD

Engage your network of colleagues, peer organizations and supporters about the need for a “children’s governor.” Add the campaign’s key messaging to your organization website, in your newsletters and in communications to your supporters, directing them to www.ChooseChildren.org.

TELL THE STORY OF THE POWER OF ECE

As experts in the field, you understand the impact of early development. When using the sample blog, email language and website copy (see p. 16), share examples from your own work to show why ECE is so crucial to the success of our children. And if you have a compelling story to tell, we want to hear from you. Please share it with us by emailing info@choosechildren.org.

LEVERAGE SOCIAL MEDIA

Your online platforms are powerful vehicles for engaging peers and the people you serve. Help your network see why we must elect a governor who prioritizes ECE. Post about the campaign (see sample posts on p. 18) and be sure to use the hashtag [#ChooseChildren2018](#).

SPEAK UP FOR CHILDREN

We need a chorus of voices to speak up in the media on the need for a children’s governor. Please let us know if we may call upon you as a local spokesperson for the Choose Children 2018 campaign.

KEEP THE PRESSURE ON CANDIDATES

As experts, you know the issues and importance of ECE best. In as many forums as possible – from debates, to town halls to special events that feature the gubernatorial candidates – ask candidates questions:

Accessibility: How does s/he plan to increase availability of quality ECE to more working- and middle-class families?

Affordability: How will the candidate create policies that make quality ECE affordable for all families?

Quality: How does the candidate intend to improve the quality of early childhood care and education?

Family support: How does the candidate intend to support new parents and caregivers?

Health: How will the candidate guarantee that young children have access to affordable physical, mental and behavioral health services?

HELP US ACTIVATE AT THE LOCAL LEVEL

Inform us of events in your community in which we can direct candidates to attend and participate. The candidates need to learn more about ECE and the community needs to hear about their plans to invest in our youngest children. Email info@choosechildren.org with your event details.

If you have any questions, comments, or ideas you’d like to share please contact Pete Weldy, Silicon Valley Community Foundation Center for Early Learning, at pwedly@siliconvalleycf.org



06 CAMPAIGN TIMELINE

THIS YEAR, WE WILL:

- ✓ Introduce the campaign to the gubernatorial candidates, donors and influencers, the media, and the general public
- ✓ Provide existing and potential supporters with tools to promote the goals of the campaign
- ✓ Demonstrate voter support of early childhood care and education
- ✓ Create opportunities for the candidates to begin to speak to the issue and to their personal commitment to young children.

IN 2018, WE WILL:

- ✓ Launch into full “activation” mode, driving toward the June and November elections
- ✓ Deepen outreach and communications, including through paid and earned media
- ✓ Activate grassroots mobilization to conduct widespread voter education and advocacy on ECE and the upcoming election
- ✓ Participate in events that engage candidates on the issue of ECE, such as debates, forums and town halls
- ✓ Continue engaging candidates to include ECE in their official platforms



07 KEY MESSAGES

PRIMARY

- ✓ The 2018 California governor's race represents a defining moment for the future success of our youngest children, and ultimately, for the strength of our state. In this upcoming election, **California must elect a governor who chooses children.**
- ✓ We need a governor who will be a champion for babies, toddlers and preschoolers.
- ✓ The facts are clear: **children who receive quality early childhood care and education are more successful.** In the classroom. In college. In the workforce. And in life.
- ✓ **The first five years of life** – when a baby's brain absorbs knowledge like a sponge – **are the building blocks for a better future.**
- ✓ Yet, **California is failing our kids.** It has cut early education programs by \$1 billion over the past ten years and reinvestments have been lethargic, and 86% of eligible babies and toddlers aren't enrolled in these vital programs.
- ✓ That's why California voters want a children's governor. **87% of Californians believe our next governor must invest more in our youngest children.**
- ✓ Choose Children 2018 is a statewide campaign dedicated to ensuring all candidates for governor publicly commit to making early childhood care and education more accessible, affordable and of higher quality for all children.
- ✓ Should they be elected, **the next governor must take immediate action during the first 100 days of their administration** to support young children.



SECONDARY

- ✓ Choose Children 2018 is an initiative led by Silicon Valley Community Foundation's Center for Early Learning in partnership with community, business, philanthropic and educational leaders throughout California.
- ✓ **Early childhood development helps kids and benefits our economy.** Children who receive quality early childhood care and education:
 - do better in school, outperform their peers in math and English, and are more likely to attend college.
 - are better prepared for the workforce.
 - gain the crucial social skills to successfully handle all of life's ups and downs.
- ✓ **Early learning and healthy brain development of our children ultimately makes California's economy stronger.** Children who attend preschool have higher rates of employment and home ownership as adults.
- ✓ **Education, health and well-being are rights, not privileges. Every child should be able to receive quality early childhood care and education.**
- ✓ Too many children are denied the right to enroll in early education programs because it is too expensive, too far from home, or space isn't available.
- ✓ The road to success as an adult begins in the first five years. A "children's governor" must prioritize greater investment in early development to give our children the best foundation in life.
- ✓ **California's next governor must be a visible and vocal champion for young children,** and be prepared to invest the resources needed to support quality early childhood care and education.
- ✓ California voters want to elect a governor who chooses children. **Any candidate who wants to be our next Governor must listen to Californians, and make quality early childhood care and education a priority for the state.**



09 FAQS

FREQUENTLY ASKED QUESTIONS

ABOUT CHOOSE CHILDREN 2018

WHAT IS CHOOSE CHILDREN?

Choose Children 2018 is a statewide campaign committed to ensuring California's next governor is a champion for young children through taking action that makes early childhood care and education more accessible, affordable and of higher quality. The campaign aims to hold the gubernatorial candidates accountable for addressing the needs of our youngest children during the most critical stage of human development – the first five years.

HOW IS THIS CAMPAIGN BEING FUNDED?

Choose Children 2018 is led by Silicon Valley Community Foundation's Center for Early Learning in partnership with community, business, philanthropic and educational leaders throughout California.

WHAT IS THE CAMPAIGN TRYING TO ACCOMPLISH?

Choose Children 2018 wants to ensure that the next governor is a champion for babies, toddlers and preschoolers who takes immediate action to invest in and support quality early childhood care and education during their first 100 days of his or her administration, and beyond.

WHAT WILL THE CAMPAIGN DO?

The campaign aims to elevate the issue of early childhood development on equal footing with other issues our new Governor must be accountable for and take on as part of his or her vision to lead California. Our campaign will directly ask the gubernatorial candidates to share their positions, plans and visions on how they will invest in making early childhood care and education more accessible, affordable and of higher quality in California. **For campaign timeline of activities, see page 7.**



WHY SHOULD CANDIDATES FOR GOVERNOR SUPPORT ECE?

The voters want a children's governor. 87% of Californians believe our next governor must invest more in our youngest children. Any candidate who wants to be our next Governor must listen to voters, and make early childhood care and education a priority for the state.

Education, health and well-being are rights, not privileges. Every child should be able to receive quality early care and education. The importance of a child's early development has not received the attention and investment it deserves despite the fundamental role it plays in life. The facts are clear: kids who receive quality early childhood care and education achieve greater success in school, in the workforce and in life.

HOW CAN VOTERS GET INVOLVED?

SIGN-UP

Visit www.ChooseChildren.org to learn about the impact of early development on children's lives, the economy and society, and to sign up for email updates about the campaign.

COMMUNICATE

Share with friends and family the need to elect a "children's governor." Be a voice for children by letting your network know that the next governor must take immediate action during their first 100 days of his or her administration to support our youngest children.

EVALUATE

Review the candidates' websites and campaign literature. Listen and watch their debates. Are they talking about how they will support babies, toddlers and preschoolers? Are they offering a vision for how they will prioritize making early childhood development programs more accessible, affordable and of higher quality for more families?

VOTE

Exercise your fundamental right as an American – for yourself and for our children's futures. Register to vote at registertovote.ca.gov.

IS THIS CAMPAIGN PARTISAN? WILL THE CAMPAIGN ENDORSE A CANDIDATE?

No. As an initiative of a non-partisan, non-profit organization, Choose Children 2018 cannot endorse a candidate. Our goal is to help the gubernatorial candidates understand the urgency around prioritizing ECE as part of their vision. This is what our children need and what California voters want.



ABOUT EARLY CHILDHOOD CARE AND EDUCATION

WHAT IS EARLY CHILDHOOD CARE AND EDUCATION (ECE)?

“Early childhood care and education” captures the informal and formal support that babies, toddlers and preschoolers receive through the first five years of life, until they are old enough to enter kindergarten. This includes: licensed childcare providers; Early Head Start/Head Start; care provided informally through family members; physical, mental and behavioral health services; parent support; as well as preschool and transitional kindergarten programs.

Development that occurs during the first five years – when a baby’s brain absorbs knowledge like a sponge – are the building blocks for a better future. Research shows that kids who receive early childhood care and education do better in school, are more likely to attend college, and are better prepared for the workforce and for life.

WHY DOES EARLY CHILDHOOD CARE AND EDUCATION MATTER?

A child begins learning the minute they are born – not the day they start kindergarten. Healthy brain development provides the foundation our children need to be successful. Consider that a baby’s brain develops over 1 million new neural connections per second in its first year, absorbing new knowledge like a sponge. Early childhood development helps kids, benefits our economy and makes our communities safer.

- ✓ Children who receive quality early childhood care and education outperform peers in math and English, and are more likely to attend college.
- ✓ They gain the crucial social skills to successfully handle all of life’s ups and downs.
- ✓ Investing in the early years makes California’s economy stronger. Children who attend preschool have higher rates of employment and home ownership as adults. It is estimated that a 10% increase in preschool enrollment in Los Angeles alone would result in \$10.8 billion more dollars into our economy.



WHAT'S THE PROBLEM?

California is failing our kids. It has cut early education programs by \$1 billion over the past 10 years, and reinvestments have been lethargic. As a result, too many children don't have access to early development programs. Affordability, distance from home and limited spaces are preventing too many children from access to early development that can transform their lives and strengthen our state.

THERE ARE NOT ENOUGH ECE SERVICES FOR FAMILIES WITH INFANTS AND TODDLERS

- ✓ Approximately 86% of eligible babies and toddlers do not have access to public early childhood care and education programs.
- ✓ 75% of families seeking licensed child care for infants and toddlers cannot find it.
- ✓ Nearly 650,000 eligible children age 0 to 5 do not have access to publicly-funded early care and education programs.

MANY CALIFORNIA BABIES ARE VULNERABLE TO POOR HEALTH OUTCOMES

- ✓ Despite having the 6th largest economy in the world (surpassing France), California has the highest rate of child poverty in the nation: 65% of children from birth to age three live in poverty or other circumstances with potential to jeopardize their learning, health and well-being.
- ✓ 41% of parents have one or more concerns about their child's physical, behavioral or social development.
- ✓ 25,000 babies under the age of one are reported as maltreated each year.

ECE SERVICES ARE TOO COSTLY FOR MANY FAMILIES

- ✓ The high cost of child care in California is exceeded only by the cost of housing—but not by much. More families have to rely on working less in order to take care of their children or asking other family member and friends to help take care of their children.
- ✓ Average costs for care in California is \$9,160 a year per preschooler in center-based care and \$7,850 per preschooler in a family child care home.
- ✓ Care for infants and toddlers is even more expensive. Subsidized early care and programs help low income working parents become financially stable yet only 14% percent of eligible infant and toddlers are served.
- ✓ The average cost of infant care is \$13,327 per year, as much as University of California tuition and fees of \$13,222 per year.

FAMILIES ARE STRUGGLING TO SUPPORT THEIR CHILDREN

- ✓ As few as 3% of families that might benefit from voluntary home visiting have access to these programs.
- ✓ Early Head Start provides infants and toddlers early development support, but only 4% of eligible families are served in California.



CAMPAIGN PRINCIPLES

AN AGENDA THAT PUTS CHILDREN FIRST

California's next governor must **prioritize early child care and education from the first day in office**. Early childhood care and education policies should be part of the next governor's 100-day action plan, and his or her first budget has to include resources to support child development programs.

The facts are clear: children who receive quality early childhood care and education are more successful. In the classroom. In college. In the workforce. And in life. Greater investment in early childhood care and education will protect and improve the lives of California's working and middle-class families by giving their children the best chance for success in life.

A GOVERNOR WHO "CHOOSES CHILDREN" WILL COMMIT TO THE FOLLOWING KEY PRINCIPLES:

ENSURE EVERY CHILD HAS ACCESS TO QUALITY EARLY LEARNING

All children must receive early education opportunities like childcare, preschool, and full-day kindergarten to prepare them for school and give them the best shot at success as they grow up.

MAKE CHILD DEVELOPMENT PROGRAMS MORE AFFORDABLE

High-quality childcare, preschool along with other learning and development programs must be affordable for all families in California. All babies and toddlers should also receive developmental screenings, early interventions, and other critical health services. No child (starting at birth) should be denied these essential supports due to income level.

SUPPORT PARENTS OF CHILDREN 0 TO 3 YEARS

A child begins learning the minute they are born, and their first teachers are parents. Therefore, all families must receive educational resources and health services that promote the healthy growth and brain development of their children. All parents should have longer paid family leave to stimulate greater child bonding, and we must provide an array of services to expectant and new parents starting at pregnancy.



14 VISUAL IDENTITY

LOGO



ICON



COLOR PALETTE



15 SAMPLE ONLINE CONTENT

BLOG POST

We've all heard that babies' brains are like sponges—and it's true. Our little ones watch everything we do and absorb the information around them. This begins the minute a baby is born. In its first year a baby's brain develops over 1 million new neural connections per second.

That is why early childhood care and education is critically important for infants, toddlers and preschoolers. In fact, research shows us that kids who receive quality early childhood care and education do better in school, are more likely to attend college and are better prepared for the workforce.

But sadly, California is failing our kids. The state has cut early education programs by \$1 billion over the past 10 years and as a result, too many children don't have access to early development programs. Affordability, distance from home and limited spaces are preventing too many children from access to early development that can transform their lives and strengthen our state.

- ✓ 86% of eligible babies and toddlers do not have access to public early childhood care and education programs.
- ✓ 75% of families seeking licensed childcare for infants and toddlers can't find it.
- ✓ Quality infant care costs \$13,327 per year, as much as University of California tuition and fees of \$13,222 per year.
- ✓ 65% of children age 0-3 live in poverty or other circumstances with potential to jeopardize their learning, health and well-being.

For the sake of a stronger California, this must change. Choose Children 2018 is a new initiative, led by the Silicon Valley Community Foundation, that aims to ensure our next governor is a champion for young children. The campaign seeks for California's new governor to take immediate action during the first 100 days of their administration and beyond to invest in and support early childhood care and education.

Visit www.ChooseChildren.org to show your support for early childhood care and education, and to receive regular email updates from the campaign. You'll be the first to hear about new developments, events, and ways to get involved.



NEWSLETTER/WEBSITE COPY

A new early childhood initiative, led by the Silicon Valley Community Foundation, launched this fall. Choose Children 2018 aims to elevate the issue of early childhood care and education (ECE), and ensure that our next governor prioritizes ECE in his or her vision to lead California. We believe Choose Children 2018 is important: research shows us that kids who receive quality early childhood care and education do better in school, are more likely to attend college, and are better prepared for the workforce and life. And yet, the state has cut early education programs by \$1 billion over the past ten years. Despite efforts to restore funding, 86% of eligible babies and toddlers have no access to public early childhood education programs. 87% of Californians believe our next governor must invest more in the state's youngest children. We must ensure our next governor is a "children's governor." Please visit www.ChooseChildren.org to learn how you can get involved.



SOCIAL MEDIA POSTS

Below are sample social media posts and images for use on your own Facebook, Twitter and Instagram channels. Copy and paste the posts below onto your own social media channels, and download all images using [this link](#). Please follow us on social media and use #ChooseChildren2018 whenever possible.

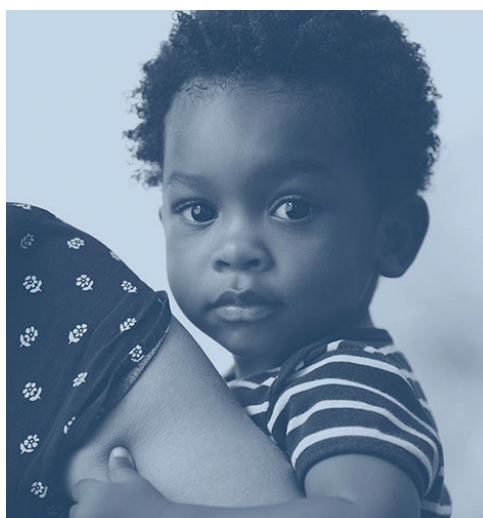


@choosechildren



@choose_children

POST #1



FACEBOOK

California is failing our kids. The State has cut early education programs by \$1 billion over the past ten years. We must invest in our youngest children and set them up for success in life. That starts with choosing a children's governor in 2018. Visit <http://bit.ly/choosechildren2018> and take a stand to Choose Children in 2018. #ChooseChildren2018

TWITTER

Education is a right, not a privilege. Elect a governor who will #ChooseChildren2018. <http://bit.ly/choosechildren2018>

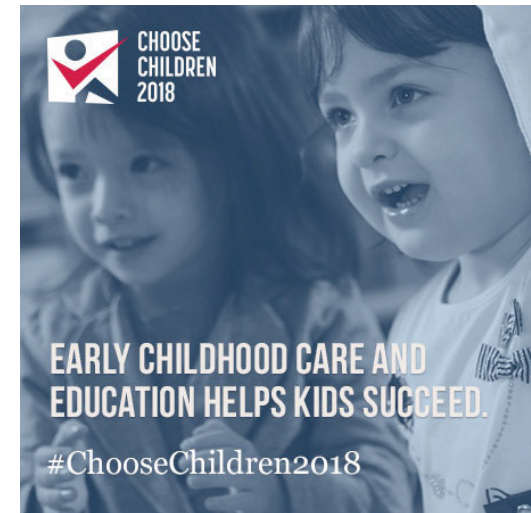
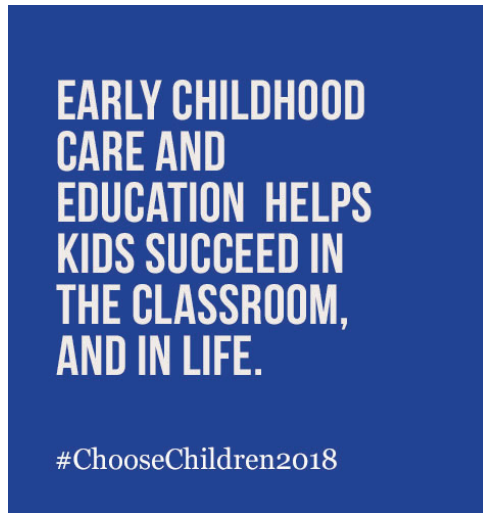
INSTAGRAM

California is failing our kids. The State has cut #earlyeducation programs by \$1 billion over the past ten years. We must invest in our youngest children and set them up for success in life. That starts with electing a children's governor in 2018. [link in bio] #ChooseChildren2018



CHOOSECHILDREN.ORG

POST #2



FACEBOOK

The facts are clear: children who receive quality early childhood care and education are more successful in the classroom, in college, in the workforce--and in life. Make sure California chooses a governor who will make our youngest children a priority. Visit <http://bit.ly/choosechildren2018> to learn more about how you can take a stand to #ChooseChildren2018.

TWITTER

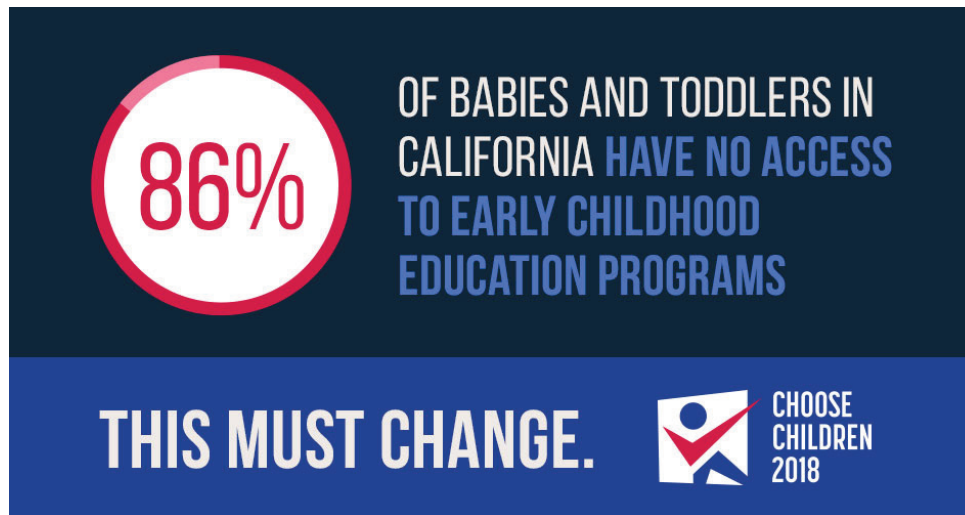
Children who get quality early childhood care and education are more successful. Elect a gov who will #ChooseChildren2018.
<http://bit.ly/choosechildren2018>

INSTAGRAM

The facts are clear. Children who receive quality #earlychildhood care and #education are more successful in the classroom, in college, in the workforce and in life. Make sure California elects a governor who will make our youngest children a priority. [link in bio] #ChooseChildren2018



POST #3

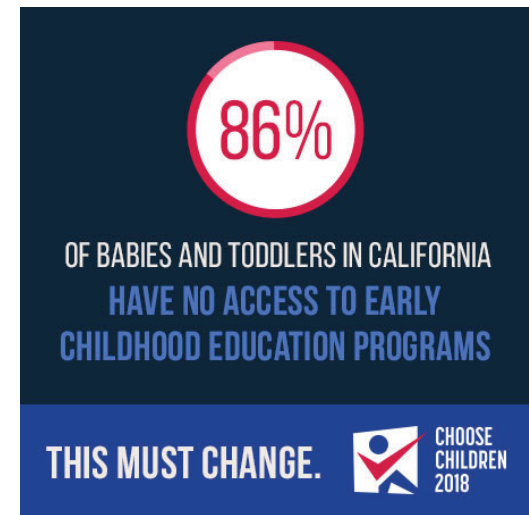


FACEBOOK

Eighty six percent of eligible babies and toddlers in California have no access to public early childhood education programs. And 75% of families seeking licensed childcare for infants and toddlers can't find it. This must change. Help California elect a governor who will make investing in our youngest kids a priority. Visit <http://bit.ly/choosechildren2018> to take a stand and #ChooseChildren2018.

TWITTER

We believe it's time to @ChooseChildren2018, so we're supporting a governor who feels the same way. RT if you agree. <http://bit.ly/choosechildren2018>



INSTAGRAM

Eighty six percent of eligible babies and toddlers in California have no access to public #earlychildhood education programs. And 75 percent of families seeking licensed childcare for infants and toddlers can't find it. This must change. Help California elect a governor who will make investing in early childhood care a priority. [link in bio] #ChooseChildren2018

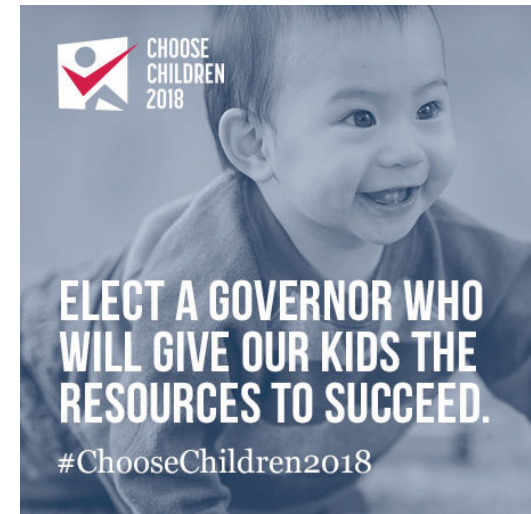


POST #4



FACEBOOK

Children who receive quality early childhood care and education do better in school, outperform their peers in math and English, and are more likely to attend college. Californians must make sure our kids have the resources they need to succeed. Elect a governor who will #ChooseChildren2018.
<http://bit.ly/choosechildren2018>



TWITTER

Let's make sure CA elects a governor who will #ChooseChildren2018! Visit <http://bit.ly/choosechildren2018> to take a stand.

INSTAGRAM

Did you know that #children who receive quality #earlychildhood care and #education do better in school, outperform their peers in math and English and are more likely to attend college? Californians must make sure our kids have the resources they need to succeed by electing a governor who will #ChooseChildren2018. [link in bio]



21 CAMPAIGN CONTACTS



GET INVOLVED

Please direct any comments or questions about Choose Children 2018 to:

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