



# CHOOSE CHILDREN 2018



OCTOBER 5, 2017

# CAMPAIGN BUILDING BLOCKS

# CAMPAIGN IDENTITY: Tone



- ✓ Urgent. ECE is a critical, “must do” issue.
- ✓ Credible. Taken seriously by the candidates.
- ✓ Directive. Clear asks of candidates and their campaigns.
- ✓ Pragmatic. Seen as reasonable and not making unrealistic demands.
- ✓ Formidable. A force to be reckoned with that cannot be ignored.
- ✓ United. To the extent possible, representative of the larger ECE field.
- ✓ Non-Partisan. Driven by the issue, not politics or party lines.

# CAMPAIGN IDENTITY: A New Name



**CHOOSE  
CHILDREN  
2018**

# CAMPAIGN IDENTITY: Key Messages



**Choose Children 2018:**  
a statewide campaign to  
ensure all candidates for  
governor commit to  
making ECE a priority

- We need a governor who will be a champion for babies, toddlers and preschoolers.
- The facts are clear: children who receive early childhood care and education are more successful.
- And yet, California is failing our kids. CA has cut early education programs by \$1 billion over the past ten years and reinvestments have been lethargic. 86% of babies and toddlers can't participate in these vital programs.
- Voters want a children's governor. 87% of Californians believe our next governor must invest more in our youngest children.

# PUBLIC OPINION:

## California Statewide Voter Survey on Early Childhood



### Purpose of Poll

- Inform campaign's messaging and collateral
- Provide data that:
  - Makes the case to candidates that ECE is an issue that will improve chances of becoming governor.
  - Explains voter expectations on the issue.
  - Validates our issue to the candidates, influencers, and the broader public.

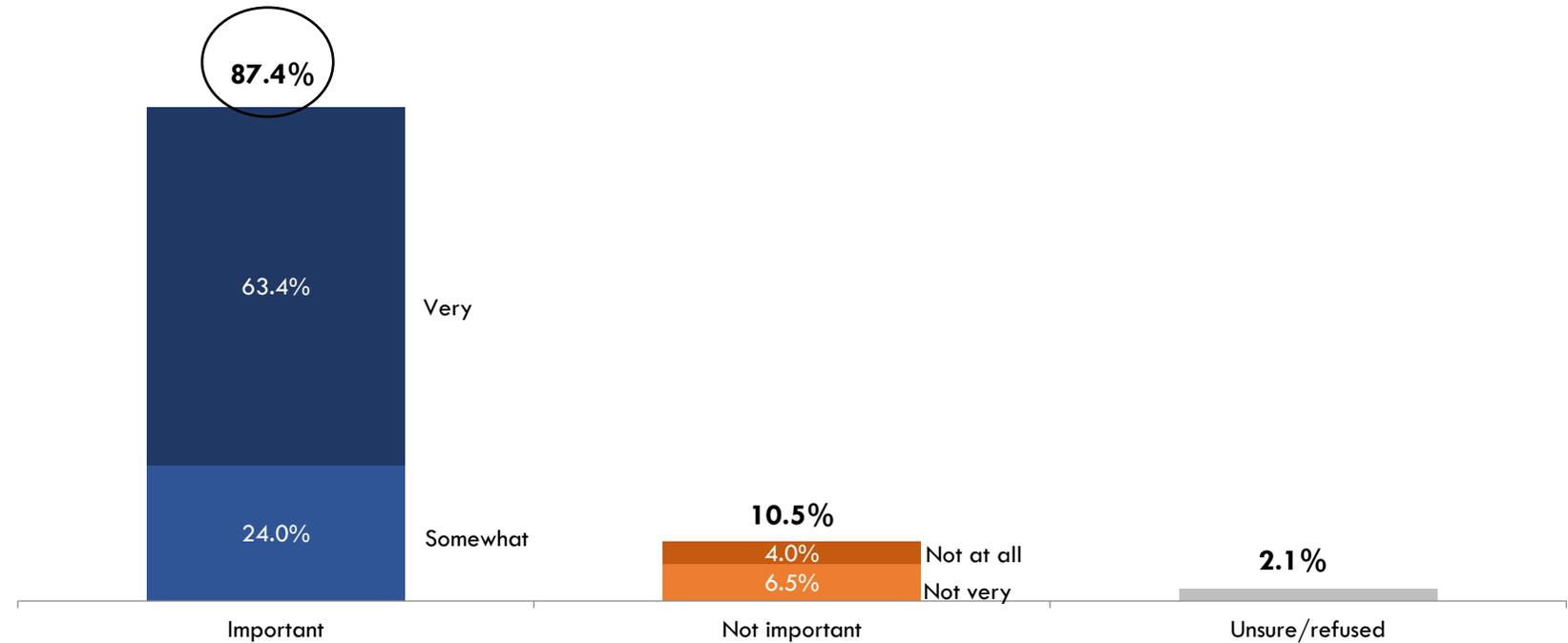
### METHODOLOGY

- Conducted Fri, July 7 - Sat, July 15, 2017
- Telephone survey: mobile and landline
- 800 voters throughout California
- Live, professional interviewer in Spanish, Chinese (Simple Mandarin) and English
- +/-3.5% margin of error (95% confidence interval)
- Sample is stratified, meaning that the demographic composition of the results matches the demographic composition of the state's voting population.

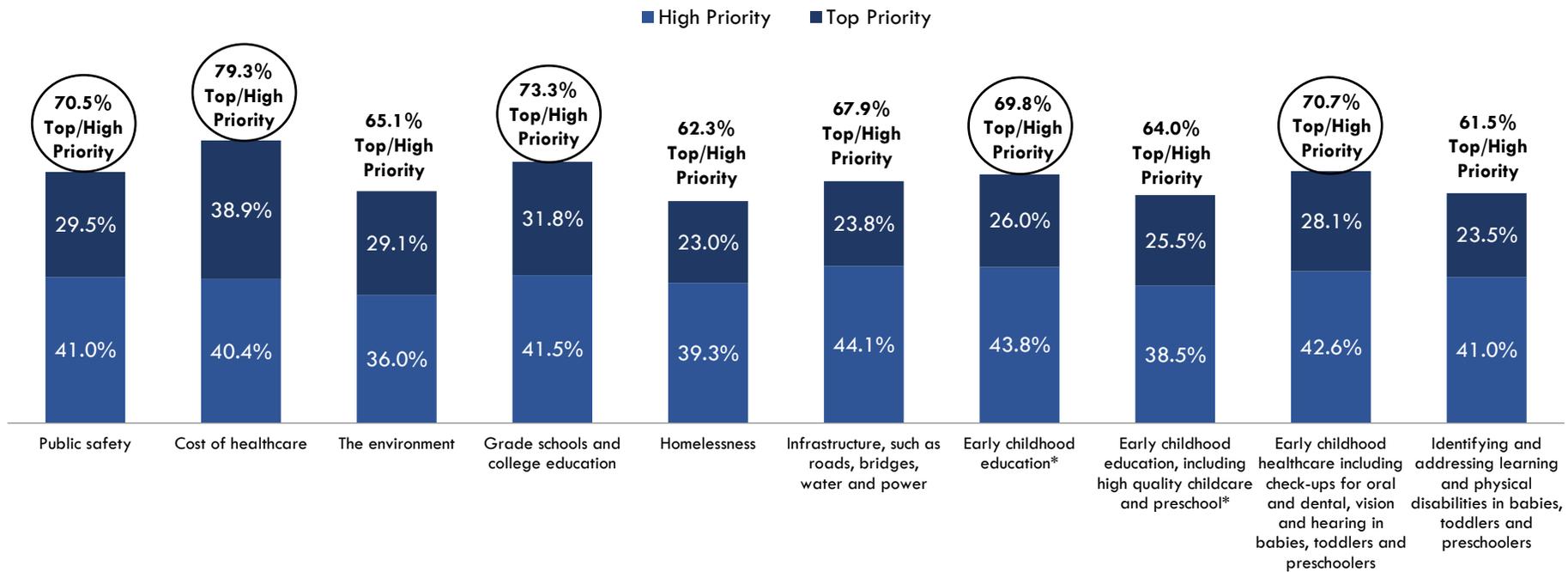
**87.4%** say it is important for California's next Governor to support greater investment in programs that benefit our state's young children.

## QUESTION:

Over the past decade, early childhood programs that serve babies, toddlers and preschoolers have been cut by more than one billion dollars in California. Do you think it is very important, somewhat important, not very important or not at all important for California's next Governor to support greater investment in programs that benefit our state's young children?



While voters say cost of healthcare should receive top priority for increased public investment, ECE ranks above infrastructure and nearly as high as public safety.



**QUESTION:**

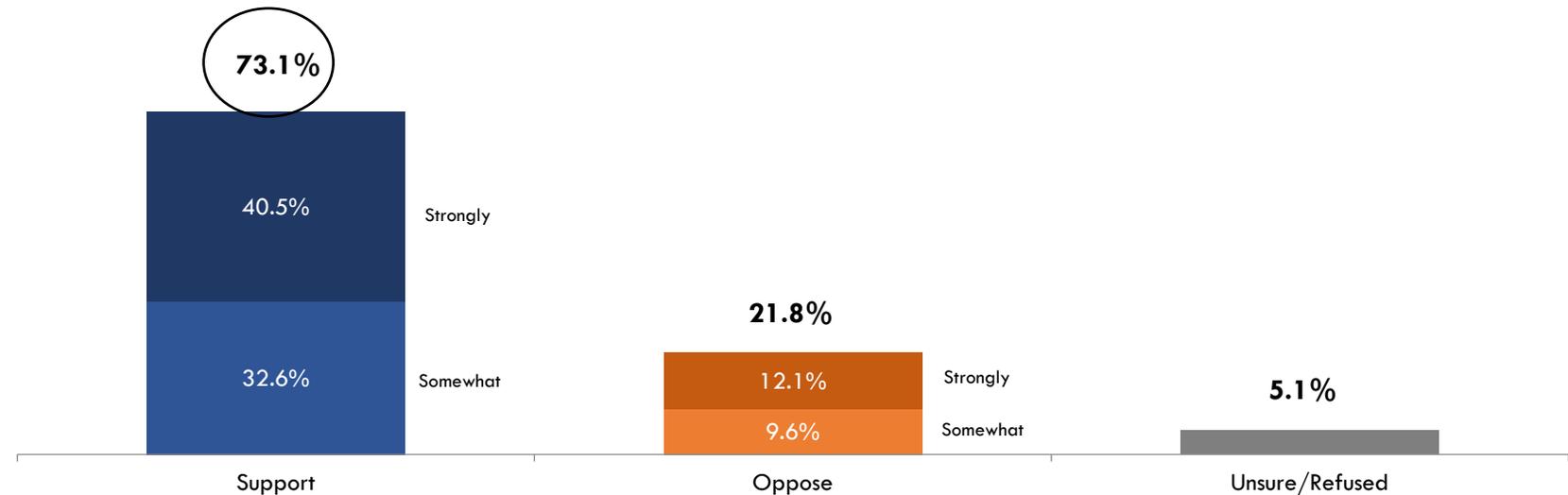
Now I am going to read a list of issues facing the state of California. Please listen to each and then tell me if that issue should be a top priority, high priority, medium priority, or low priority for more public investment?

\*Split sample

**73.1%** would support a candidate for Governor who wants to create a system of high quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers.

## QUESTION:

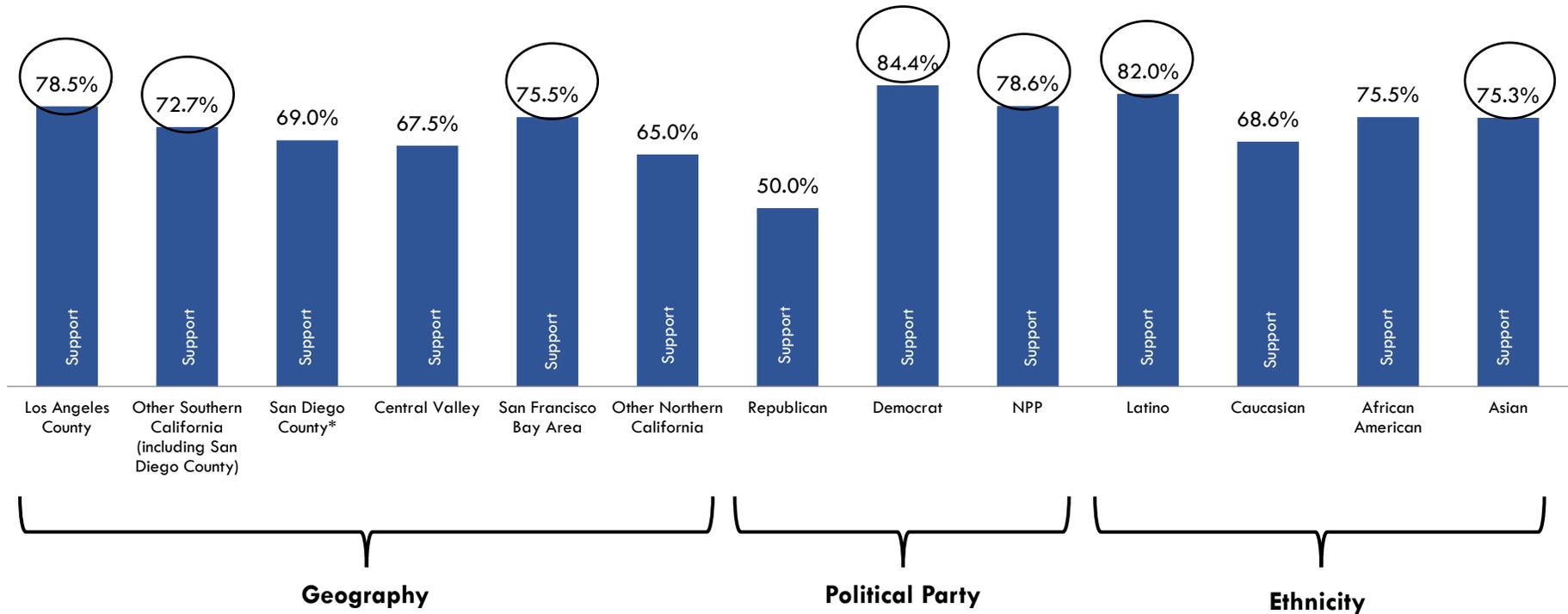
Would you support or oppose a candidate for governor who wants to create a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers? And would you say that you strongly (support/oppose) or somewhat (support/oppose)?



**Support is shared across demographics for** a candidate who wants to create a system of high quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers.

**QUESTION:**

Would you support or oppose a candidate for governor who wants to create a system of high-quality, publicly funded childcare and preschool programs for all California babies, toddlers and preschoolers?

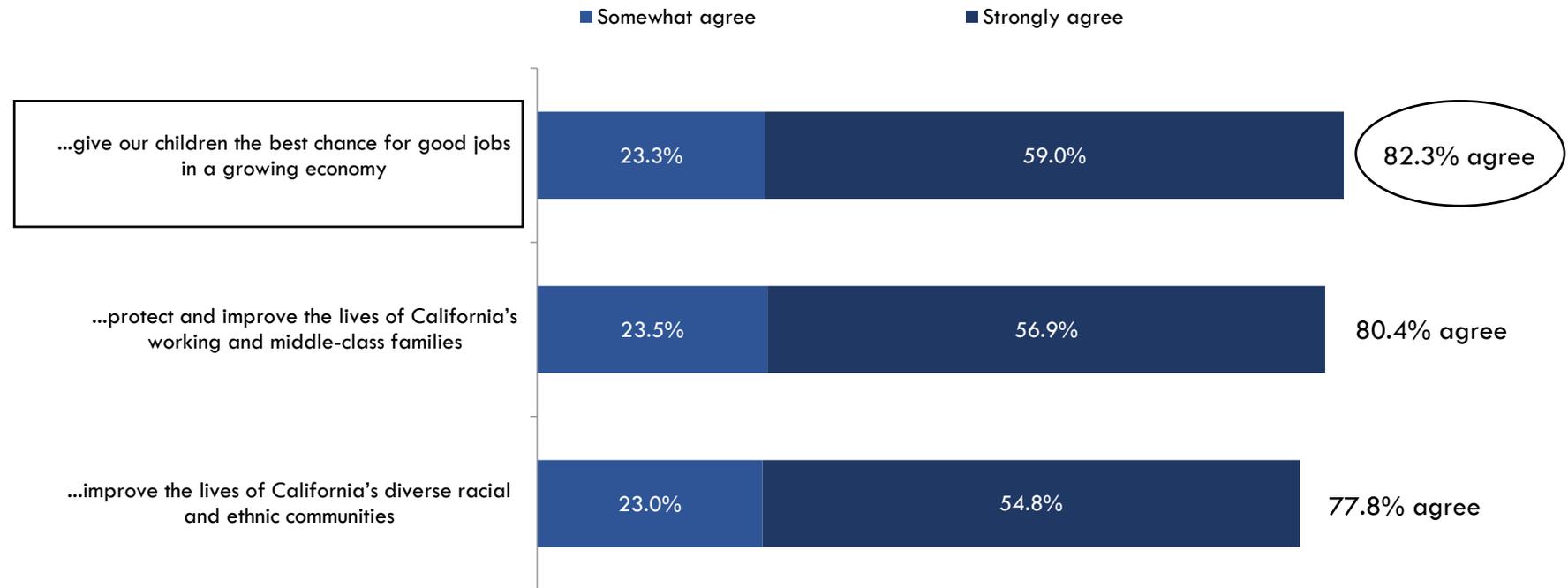


\*San Diego County oversample = 400N

## A candidate for Governor who supports greater investment in ECE is a candidate who is fighting to...

### QUESTION:

Do you agree or disagree that a candidate for Governor who supports greater state investment in early childhood programs is a candidate who is fighting to ...



# CAMPAIGN STRATEGY

# SOFT LAUNCH: Activities



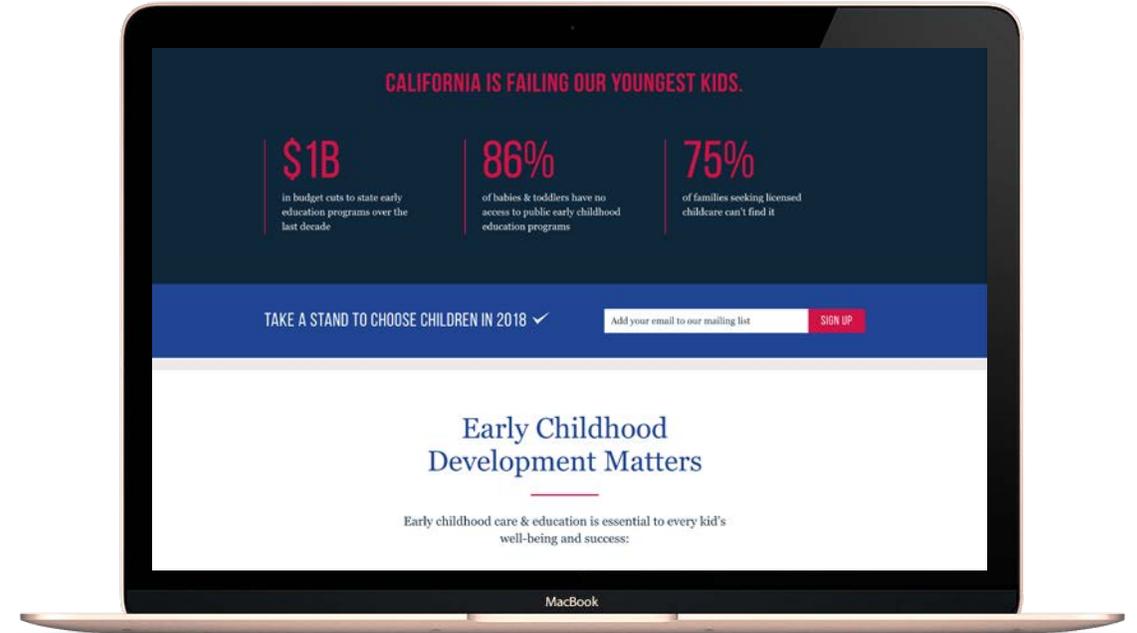
- September 21, 2017 — CC18 Campaign Announcement
- September 28, 2017 — Poll Results Released
- October 3, 2017 — Candidate Forums Announcement
- Sept. - Dec. 2017 — Desk-side media briefings

## CANDIDATE FORUMS

Silicon Valley: October 4 (Delaine Eastin), November 2 (John Cox), November 30 (Antonio Villaraigosa), December 6 (Gavin Newsom), and December 11 (John Chiang)

Los Angeles: TBD

# SOFT LAUNCH: Campaign Tools



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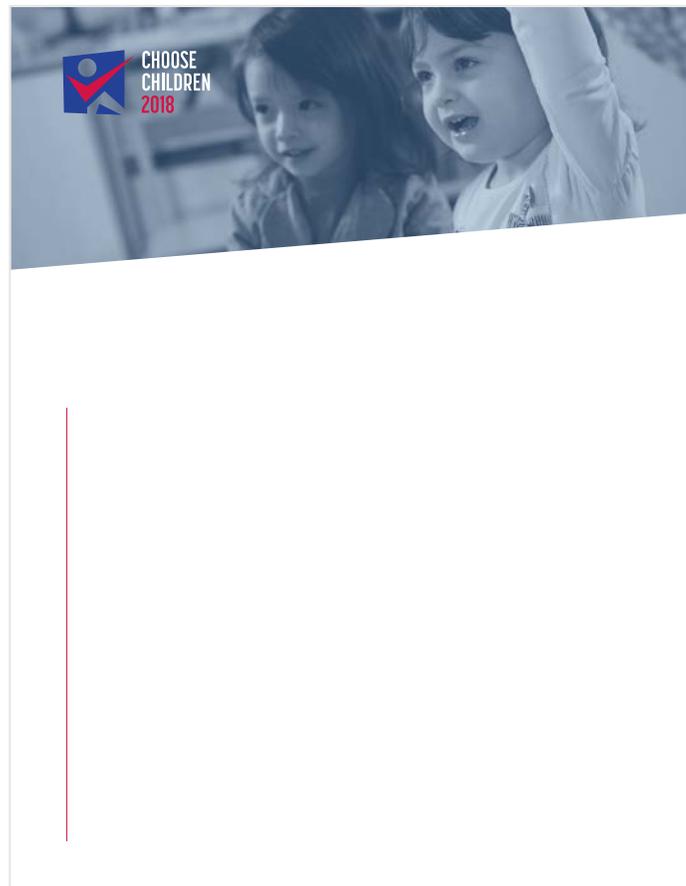


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# SOFT LAUNCH: Campaign Tools



## WHY CHOOSE CHILDREN?

Early childhood care and education is essential to the health, development, and future success of California's kids. The facts are clear:



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.



The first five years of life – when a baby's brain absorbs knowledge like a sponge – are the building blocks for a child's future. Investing in kids as early as possible sets them up for future success.



Investing in a child's early years leads to safer communities. Yet, too many young children don't have access to supports and programs. A child whose education does not include access to high quality early education is 70% more likely to be arrested for a violent crime. And CA taxpayers spend over \$75,000 annually to keep one inmate in prison – but educating a child in high quality, publicly funded preschool costs only a fraction of that.

## The State is failing our kids

Education is a right, not a privilege. Every child should be able to receive early care and education. Yet, since 2008, the state of California has cut early childhood programs by over \$1 billion dollars and reinvestments have been lethargic.

Too many children are denied the right to enroll in early childhood programs because it is too expensive, too far from home, or space isn't available.

**\$1B**

in budget cuts to state early education programs over the last decade

**86%**

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

**75%**

of families seeking licensed childcare can't find it.

# IMMEDIATE CANDIDATE ENGAGEMENT



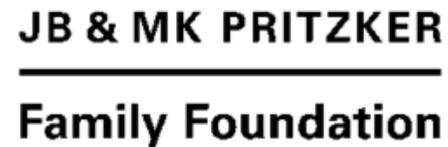
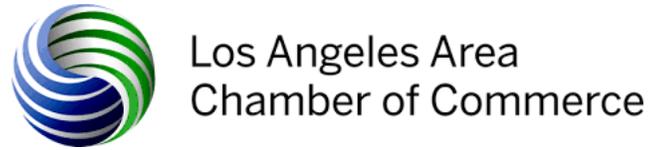
- Silicon Valley Candidate Forums
- Los Angeles Candidate Forums
- Offline briefings for candidates and positioning Choose Children 2018 as a resource
- Supporting partner organizations and regional events (*e.g.* Advancement Project's Water Cooler conference in Sacramento)

# LOOKING AHEAD TO 2018



- Public Kick-Off Event
- Gubernatorial Debate(s)
- Ongoing Behind-the-Scenes Candidate Engagement
- Expanded Social Media & Online Presence
- Paid Advertising
- Polling
- Activating Partners

# CURRENT INVESTORS



# HOW TO PARTICIPATE: Financial Investments



- Publication development and dissemination
- Statewide polling
- Media engagements
- Events and forums with gubernatorial candidates

## Budget: \$3,000,000 over 2.5 Years

Investors	Amount
Pritzker Family Foundation	\$1,500,000
SVCF and Investors	\$740,000
<b>Investment Gap</b>	<b>(\$760,000)</b>



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