CAMPAIGN BUILDING BLOCKS
CAMPAIGN IDENTITY: Tone

✔ Urgent. ECE is a critical, “must do” issue.
✔ Credible. Taken seriously by the candidates.
✔ 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.
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.
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?

87.4% say it is 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.

**PUBLIC OPINION**

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)?

**PUBLIC OPINION**

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.
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 ...

![Bar chart showing public opinion on candidate attributes](chart.png)
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

OUR NEXT GOVERNOR MUST CHOOSE CHILDREN

In 2018, California should elect a governor who will be a champion for young children. We need a governor who will invest in early childhood care and education to improve the lives of working and middle-class families.

The first five years of a child’s life are the building blocks of their future. Schools, buildings, and playgrounds need to have the best opportunity to succeed in life.

CALIFORNIA IS FAILING OUR YOUNGEST KIDS.

Early Childhood
Development Matters

Early childhood care & education is essential to every kid’s well-being and success.
SOFT LAUNCH: Campaign Tools

CAMPAIGN TOOLKIT

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

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01 WELCOME LETTER
02 CAMPAIGN OBJECTIVE
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04 CAMPAIGN TIMELINE
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08 VISUAL IDENTITY
09 SAMPLE CAMPAIGN CONTENT
10 CAMPAIGN CONTACTS
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:

- Investing in a child's early years leads to better outcomes. Yet, too many young children don’t have access to quality programs. A third of California’s children are not enrolled in high-quality early education.
- California spends over $8 billion annually to keep our children in prison—but we’re spending a child in high-quality, funding-needed preschool can be a fraction of that.
- The state is failing our kids.

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

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

$1B
86%
75%

In budget cuts in early education programs over the last decade:

- Half of children lack access to affordable early childhood expansion programs
- One in four working households can’t afford it

The State is failing our kids

State is failing our kids
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

- California Community Foundation
- Los Angeles Area Chamber of Commerce
- STUPSKI FOUNDATION
- SANTA BARBARA FOUNDATION
- FIRST 5
- JB & MK PRITZKER Family Foundation
- SILICON VALLEY community foundation
- The San Diego Foundation
- MORGAN FAMILY FOUNDATION
- THE DIRK AND CHARLENE Kabcenell Foundation
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

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