



California Kids Investment and  
Development Savings Program

# Q2 2025 Marketing Results

September 22, 2025

# CalKIDS 2025 Marketing Plan

## Q2 Achievements

	Goal	Strategy	Achievements
1	<b>Increase CalKIDS brand awareness</b>	Through a mix of mediums and platforms, continue to build CalKIDS brand familiarity and program trust among target audiences statewide.	<ul style="list-style-type: none"><li>Final delivery of CalKIDS “Talk” campaign creative.</li><li>Virtual Event Development – <i>Celebrating Three Years of CalKIDS</i></li><li>Strategic and creative oversight for new Back-to-School campaign creative and PR.</li><li>Revisions to custom landing pages for Back-to-School campaign.</li><li>Support for CalKIDS tactics at CA State Fair.</li></ul>
2	<b>Increase CalKIDS program engagement and participation</b>	Continue to implement and support direct-to-consumer methods to boost engagement and drive CalKIDS accounts claimed, linked ScholarShare 529 accounts, and distributions.	<ul style="list-style-type: none"><li>Development of LifeCents Financial Literacy Incentive campaign.</li><li>Ongoing strategic and creative development for EVERFI Financial Literacy program.</li><li>Q2 Owned Social strategy, content, and community management.</li><li>Continued development of new tutorial videos for Claiming, Linking, and Requesting a Distribution.</li></ul>
3	<b>Grow program through strategic partnerships and outreach activities</b>	Support the State’s efforts to strengthen and expand tactical partnerships and outreach activities to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.	<ul style="list-style-type: none"><li>Presentation of: “Marketing that Moves” session at California’s Early Wealth Account System Summit</li><li>Updates to Marketing Toolkit materials including: NBYC Program Flyers, Claim Flyers, Fast Facts, and toolkit flyers</li><li>Delivery of proposed learning agenda for CalKIDS Institute, UCLA</li><li>Implemented new performance tracking tactics for partners.</li><li>Custom flyers for: Covered CA, Children’s Hospital LA, and CDPH Black Infant Health</li><li>Development of Treasurer Ma letters to schools &amp; school districts.</li></ul>

# CEWAS Summit

## Marketing That Moves Breakout Session

- Led the development of the, *Marketing That Moves* breakout session.
- The session featured five category leading case studies on marketing strategies to Engage, Educate, and Activate audiences in the CDA category.

# CalKIDS Back-to-School w/ America Ferrera

- America Ferrera featured in :06, :15, and :30 video & audio; both English and Spanish



# Celebrating Three Years of CalKIDS Virtual Event

- Event streamed at [YouTube.com/@CalKIDSProgram](https://www.youtube.com/@CalKIDSProgram) and on PBS outlets
- Promoted via PR and paid social



# Partner Profiles

## Owned Social

- Monthly “Partner Profile” created to recognize partners for their outstanding work and achievements in promoting CalKIDS.
- Partner Profiles are shared across all CalKIDS social channels.



CalKIDS x Golden 1 Credit Union

**H**Partnerships with organizations like CalKIDS help Golden 1 provide families and the next generation of young people with the financial solutions and support they need to thrive."



**Young Moon**  
SVP - RETAIL MEMBER SERVICE  
AND PERFORMANCE  
GOLDEN 1 CREDIT UNION

Golden 1 Credit Union



CalKIDS x SANTA CRUZ EDUCATION

CalKIDS x SANTA CRUZ EDUCATION

**H**We're dedicated to fostering a college-going mindset while also shining a light on career technical education as a valuable and attainable path."



**Denise Pitman-Rosas**  
FAMILY ENGAGEMENT COORDINATOR  
SANTA CRUZ COUNTY OFFICE  
OF EDUCATION

Santa Cruz County Office of Education

# Marketing Toolkit Updates

- Flyers updated with new scholarship positioning and messaging.

**It's time to claim your child's first scholarship!**

**What you need to know...**

College may feel like a long way off, but the earlier you plan for it, the more likely it is to happen. California is here to help with your child's first step toward college with a CalKIDS Scholarship worth **up to \$175**. Every child born in California on or after July 1, 2022 has a CalKIDS Scholarship waiting for them, all you have to do is claim it.

Claiming your child's CalKIDS Scholarship is quick and easy. Visit [CalKIDS.org](http://CalKIDS.org) and have the information listed below ready.

**What you'll need to claim your scholarship:**

- ✓ The county where the child was born
- ✓ Child's date of birth
- ✓ Local Registration Number (LRN) –

**CERTIFICATE OF LIVE BIRTH  
STATE OF CALIFORNIA**

**Claim their future today!**

To learn more about CalKIDS, including eligibility and scholarship details, visit [CalKIDS.org](http://CalKIDS.org).

**¡Es hora de solicitar la primera beca de sus hijos!**

**Lo que necesita saber...**

La universidad puede parecer algo lejano, pero cuando comienza a planificar, más probable es sentir el acceso. CalKIDS está aquí para ayudarlo con el primer paso de sus hijos hacia la universidad con una beca CalKIDS de **hasta \$175**. Todos los niños y niñas nacidos en California a partir del 1 de julio de 2022 tienen una beca CalKIDS esperándoles, lo único que tienen que hacer es reclamarla.

Solicitar una beca CalKIDS de sus hijos es rápido y fácil. Visite [CalKIDS.org](http://CalKIDS.org) y tenga lista la información que se muestra a continuación.

**Lo que necesitará para solicitar la beca de sus hijos:**

- ✓ El condado en el que su hijo nació,
- ✓ La fecha de nacimiento del niño/nina
- ✓ Número de registro local (Local Registration Number, LRN): que se encuentra en el certificado de nacimiento de su hijo.

**CERTIFICATE OF LIVE BIRTH  
STATE OF CALIFORNIA**

120220000000  
LOCAL REGISTRATION NUMBER

**¡Solicite la beca hoy, y cambie su futuro!**

Para obtener más información sobre CalKIDS, incluyendo la elegibilidad al programa y los montos de las becas, o para la opción de no participar, visite [CalKIDS.org](http://CalKIDS.org).

**We can see their future. Can you?**

**Claim your child's first scholarship today!**

All children born in California on or after July 1, 2022 have a CalKIDS Scholarship, worth up to \$175, waiting to be claimed.

Claiming a CalKIDS Scholarship is quick and easy, all you need is the Local Registration Number (LRN) found on your child's birth certificate.

**To claim a scholarship:**

La universidad puede parecer algo lejano, pero cuando comienza a planificar, más probable es sentir el acceso. CalKIDS está aquí para ayudarlo con el primer paso de sus hijos hacia la universidad con una beca CalKIDS de **hasta \$175**. Todos los niños y niñas nacidos en California a partir del 1 de julio de 2022 tienen una beca CalKIDS esperándoles, lo único que tienen que hacer es reclamarla.

Solicitar una beca CalKIDS es rápido y fácil. Visite [CalKIDS.org](http://CalKIDS.org) y tenga lista la información que se muestra a continuación.

**Podemos ver su futuro. ¿Y usted?**

**¡Solicite hoy la primera beca de sus hijos!**

Todos los niños y niñas nacidos en California a partir del 1 de julio de 2022 tienen una beca CalKIDS de hasta \$175, a la espera de ser solicitada.

Solicitar una beca CalKIDS es rápido y fácil, todo lo que necesita es el número de registro local (LRN) que se encuentra en el certificado de nacimiento de sus hijos.

**Para solicitar una beca, visite [CalKIDS.org](http://CalKIDS.org) hoy mismo!**

Para obtener más información sobre CalKIDS, incluyendo la elegibilidad al programa y los montos de las becas, o para la opción de no participar, visite [CalKIDS.org](http://CalKIDS.org).

**CalKIDS**  
El primer paso hacia la universidad

THE GREAT SEAL OF THE STATE OF CALIFORNIA

# Trackable Flyers for Partners

- Flyers included custom QR codes and URLs to track performance by partner.

A large circular photo of a smiling father holding a baby. In the bottom right corner of this photo, there is a smaller circular inset showing a newborn baby's face.

We can see  
their future.  
Can you?

Claim your child's  
first scholarship today!

All children born in Calif.  
in 2022 have a CalKIDS  
worth up to \$175, waiting

Claiming a CalKIDS Schol-  
arship is easy, all you need is  
the Registration Number (RN)  
your child's birth certi-  
ficate.

A circular photo of a smiling baby standing and holding onto a person's hands. The baby is wearing a white long-sleeved shirt.

To learn more about CalKIDS, including eligi-

A QR code.

To claim a

A circular photo of a smiling baby wearing a pink headband and a pink lace-trimmed outfit.

Podemos ver  
su futuro.  
¿Y usted?

¡Solicite hoy la primera  
beca de sus hijos!

Todos los niños y niñas nacidos en California  
a partir del 1 de julio de 2022 tienen una beca  
CalKIDS de hasta \$175, a la espera de ser  
solicitada.

Solicitar una beca CalKIDS es rápido y fácil:  
todo lo que necesita es el número de registro  
local (LRN) que se encuentra en el certificado  
de nacimiento de sus hijos.

**CalKIDS**

A QR code.

Para solicitar una beca, visite [CalKIDS.org/Covered-CA](https://CalKIDS.org/Covered-CA) hoy mismo!

Para obtener más información sobre CalKIDS, incluyendo la elegibilidad al programa y los méritos de las becas, o para la opción de re-  
petir, visite [CalKIDS.org](https://CalKIDS.org)

## CADPH Black Infant Health

## LA County Health Services (Eng/Esp)

# CalKIDS – Q2 2025 Social Media

Content in Q2 2025 focused on the importance of claiming a CalKIDS Scholarship before summer break, tying into milestones like graduations and grade promotions. We also highlighted the program's presence at spring and early summer community events and spotlighted partnerships

## Total

Followers - **10,282**

Reach - **2,426,841**

Impressions - **18,651,779**

Trackable Mentions - **2,190**

Trackable Website Visits - **27,108**



## Facebook (English)\* Paid Support

- Followers - 2,183
- Reach - 1,580,951
- Impressions - 14,047,042
- Trackable Mentions - 1,296
- Trackable Website Visits - 17,223



X

- Followers - 174
- Reach - 4,094
- Impressions - 436
- Trackable Mentions - 47
- Trackable Website Visits - N/A



## LinkedIn

- Followers - 569
- Impressions - 8,038
- Trackable Mentions - 92
- Trackable Website Visits - 281



## Instagram\* Paid Support

- Followers - 6,269
- Reach - 841,796
- Impressions - 4,591,402
- Trackable Mentions - 755
- Trackable Website Visits - 9,604



## Threads\* Native Analytics not available

- Followers - 556



## YouTube

- Subscribers - 531
- Views - 322,812
- Impressions - 4,861

# CalKIDS – Social Media Benchmarks

	2023				2024				2025	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 1 Month Paid	Q1	Q2
<b>Followers</b>	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579	10,282
<b>Reach</b>	626,023	674,510	961,796	1,281,175	2,608,589* Paid Support	4,348,217* Paid Support	5,300,581* Paid Support	1,549,881	1,220,469	2,426,841* Paid Support
<b>Impressions</b>	2,120,221	2,787,639	2,989,347	3,232,657	10,571,934* Paid Support	10,790,103* Paid Support	11,658,446* Paid Support	4,920,913	2,979,843	18,651,779* Paid Support
<b>Trackable Mentions</b>	1,032	1,044	1,028	1,268	1,367	1,649	1,455	2,068	1,921	2,190
<b>Trackable Visits</b>	31,888	29,284	26,797	30,839	6,089* Does not include paid metrics	31,340	89,247	39,030	28,913	27,108

# CalKIDS Social Media: Q2 Facebook Samples

 **CalKIDS Program** is in California.  
Published by Instagram    
· May 6 · 

⭐ 600,000 CalKIDS Scholarships claimed! 🎓 Another milestone for families across California! With a CalKIDS Scholarship, California children can get up to \$1,500 for col... [See more](#)

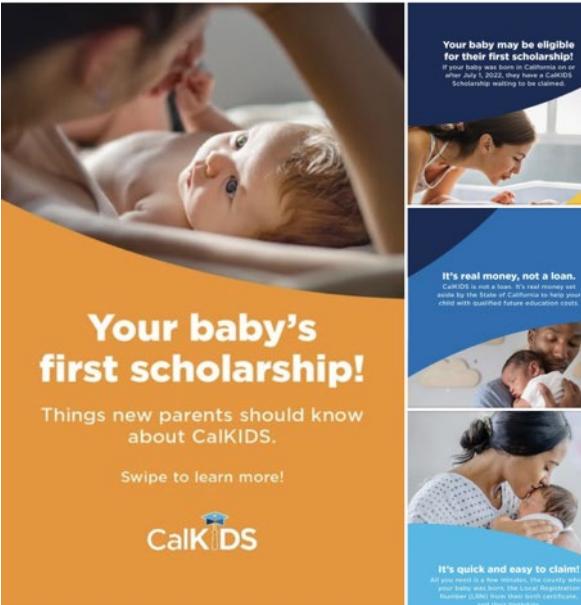


**600K**  
scholarships claimed!

**CalKIDS**

 **CalKIDS Program** is with **first5la** and **4 others** in California.  
Published by Instagram    
· June 12 at 3:43 PM · 

Hey parents—did you know your baby might already have a college scholarship? California created CalKIDS to give families a head start on funding their child's future ed... [See more](#)

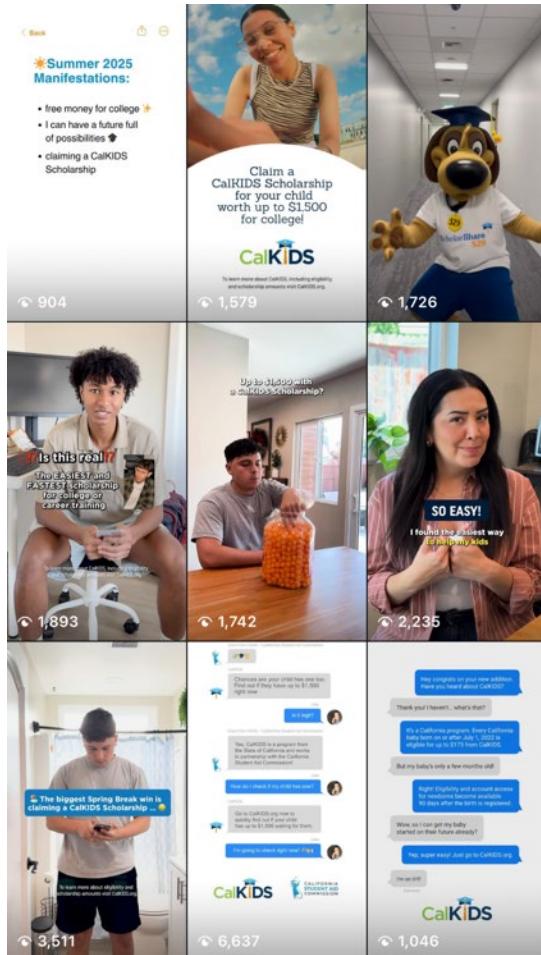


 **CalKIDS Program** is in Los Angeles County, California.  
Published by Instagram    
· April 10 · 

New parents, claiming your child's CalKIDS Scholarship might even be easier than nap time! All children born in California on or after July 1, 2022, have a CalKIDS Scho... [See more](#)



# CalKIDS Social Media: Q2 Instagram Samples



# CalKIDS Social Media: Q2 LinkedIn Samples

CalKIDS Program  
CalKIDS 569 followers  
1mo ·

Today is National 529 College Savings Day! CalKIDS participants can continue saving for college and career training on their own through [ScholarShare 529](#). Join California State Treasurer Fiona Ma and our beloved Diploma Dog in celebrating the power of planning for the future through ScholarShare 529!

California State Treasurer's Office  
Fiona Ma  
California Department of Education  
Golden 1 Credit Union



CalKIDS Program  
CalKIDS 569 followers  
1mo ·

As the school year winds down, there's one more move you can make—claim your child's CalKIDS Scholarship! Join the CalKIDS team on May 22 from 11:00 am – 12:00 pm PDT for a free, informative webinar where we'll walk you through:  
▢ Who's eligible  
▢ How to claim a scholarship (it's quick and free!)  
▢ How the money can help with college or career training. Your child could receive a CalKIDS Scholarship worth up to \$1,500 for their future education. Don't miss out—register for our free webinar at [CalKIDS.org](#) today.



CalKIDS Program  
CalKIDS 569 followers  
3mo ·

From fun family moments to claiming CalKIDS Scholarships—our Community Day this past weekend hosted by Golden 1 Credit Union was full of heart and impact! Special thanks to California State Treasurer Fiona Ma for kicking off the day, and to every parent, student, and community partner who joined us to celebrate education, financial literacy, and a future full of possibilities for California's children. Together, we're building brighter paths, one student at a time.

Golden 1 Credit Union  
California State Treasurer's Office  
Sacramento City Unified School District  
Fiona Ma  
Stephanie Tom  
Cassandra DiBenedetto



# CalKIDS Social Media: Q2 X and Threads Samples

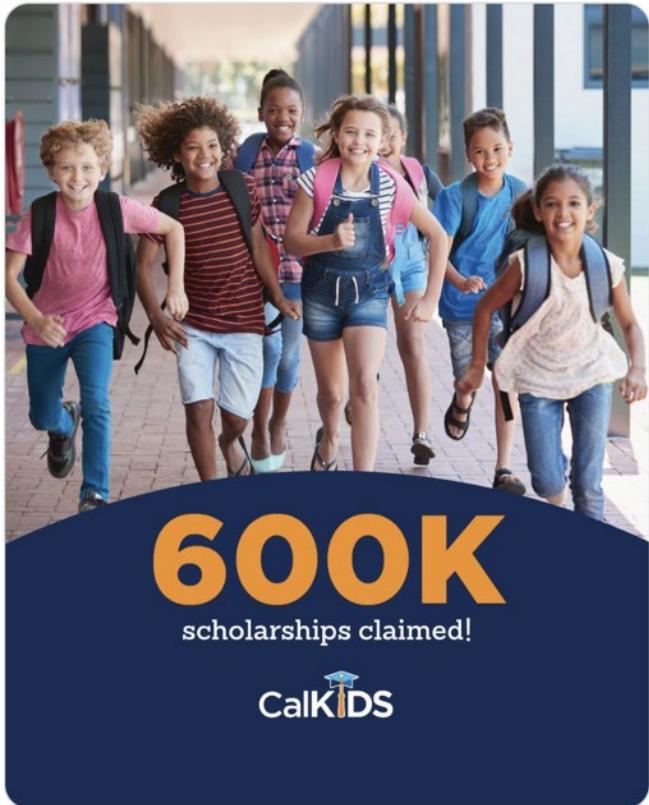
Pinned



CalKIDS Program @CalkidsProgram · May 6



⭐ 600K! Another milestone for families across CA. With a CalKIDS Scholarship, CA children can get up to \$1,500 for college or career training. There could be one waiting for you or your child too—check eligibility and claim yours today at [CalKIDS.org](https://CalKIDS.org)!



CalKIDS Program @CalkidsProgram · May 29

Today is National 529 College Savings Day! CalKIDS participants can continue saving for college and career training on their own through [@ScholarShare529](#). Join [@CalTreasurer @fionama](#) and our beloved Diploma Dog in celebrating the power of planning for the future! [@CADeptEd](#)



CalKIDS Program @CalkidsProgram · May 9

We loved connecting with parent leaders and changemakers at the California State PTA Convention in Ontario! ⭐ Thank you to all the PTA members who stopped by to learn more, ask questions, and explore how we can work together to bring CalKIDS to more families across the state.



CalKIDS Program @CalkidsProgram · Jun 30

Pool days, popsicles, and ... planning for your child's future? Make this summer count by claiming a CalKIDS Scholarship worth up to \$1,500 for college. It's quick and it's easy. Check your child's eligibility now at [CalKIDS.org](https://CalKIDS.org)!



# CalKIDS Social Media: Q2 Mentions & Shares

CalKIDS has been highlighted and shared by a wide range of trusted voices, including the California State Treasurer's Office, state programs, education advocates, school districts, county offices of education, the California Department of Education, as well as nonprofit and community organizations.



**Nancy Mallory** @MalloryEvents · Apr 19

Congrats to Miracle University for kicking off its [@bigdayofgiving](#) campaign with a \$100,000 donation from Attorney Anh Phoong AND receiving [@CalkidsProgram](#) scholarships for every at-promise senior from [@fionama!](#) [#BDOG](#)



Fiona Ma, CPA and 3 others



**CA State Treasurer** @CalTreasurer · Apr 17

Treasurer @fionama & Attorney Anh Phoong visited Miracle University to support at-promise students ahead of [#BigDayofGiving!](#) Treasurer Ma promoted [@CalkidsProgram](#) & [@PhoongLawCorp](#) presented a donation. Info on HOPE Trust Accounts was also ...



**California Office of Community Partnerships & Strategy**

132 followers  
1mo •

We couldn't be prouder of our Trusted Messenger Network throughout the Sacramento area and the incredible work they have done with the [CalKIDS Program!](#)

<https://lnkd.in/gfRUQQgB>



Community-based organizations helping local families with CalKIDS scholarships

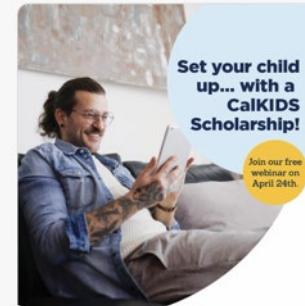
[yahoo.com](http://yahoo.com)

**CA Department of Education** @CAdptEd · Apr 18

Join the [@CalkidsProgram](#) team on April 24 for a free webinar that will cover:

- ✓ Scholarship Eligibility
- ✓ Instructions on how to claim a CalKIDS Scholarship
- ✓ Ways your child can use the funds

Reserve your spot today via Zoom at: [us02web.zoom.us/webinar/register...](https://us02web.zoom.us/webinar/register)



Reserve your spot at [CalKIDS.org](#) today!

CalKIDS



**EdSource**  
4,514 followers  
1mo • Edited •

EDUCATION BEAT PODCAST: Students from low-income families and English learners are automatically awarded \$500 for college or career training through the [CalKIDS Program](#).

Foster youth and homeless students get another \$500 on top of that. But students, or their parents or guardians, have to claim the money. And many families are unaware of this program.

How do you find out if you have money waiting for you? What is California doing to try to get more students to claim their accounts?  
Guests:

- [Stephanie Martinez Anaya](#), college success coach, Riverside County
- [Lasherica Thornton](#), Reporter, [EdSource](#)



California program offers \$500 in scholarships, but many students miss out  
[edssource.org](#)

# CalKIDS Social Media: Q2 Sentiment & Observations

Across all active CalKIDS platforms, Q2 content continued to generate strong positive sentiment, particularly as the school year wrapped up and summer began. Key themes driving engagement included:

- **Program Awareness & Appreciation:** Families and advocates regularly expressed gratitude for CalKIDS' mission of supporting future educational opportunities. Posts that explained how to claim and use funds—especially as students reached key milestones like graduation or promotion—seemed to resonate best with the social audiences.
- **Community Partnerships:** Posts showcasing CalKIDS' presence at graduation events and conferences helped bring the program to life, making it more visible to the public. Content highlighting collaborations with trusted partners were met with strong enthusiasm, reinforcing credibility and demonstrating CalKIDS' tangible impact in communities across California.
- **Educational Value:** Digestible formats were frequently saved and/or reshared when explaining the program.
- **Event Spotlights:** Posts highlighting CalKIDS' presence at spring and early summer events helped humanize the program.

## Content Performance Insights

- Reels continue to be the top-performing content format—especially on Instagram—driving the highest levels of engagement and visibility across CalKIDS platforms. Posts that clearly explain how the program works consistently rank among the best-performing content, signaling a strong demand for straightforward, educational messaging.
- Partner spotlights and post-event recaps perform particularly well on LinkedIn, reinforcing the value of CalKIDS' community presence and collaborative impact. Content featuring community partnerships across all platforms remains a reliable driver of engagement, highlighting the power of relationship-based storytelling in building awareness and trust.
- Additionally, seasonal and aspirational content is increasingly being saved by users, suggesting it resonates not only in the moment but also as a resource families return to later.

# Marketing Budget

## Summary

Budget Category	2025 Budget	Spending through 6/30/2025
CalKIDS	\$1,260,921*	\$940,932
Incentives	\$450,000	\$0
Total	\$1,710,921	\$940,932

\* Includes \$260,921 credit from 2024 budget related to spokesperson costs.

## Details

Category	2025 TOTAL
Agency/Staff - Creative & Project Management	\$ 381,412
Spokesperson	\$ 355,000
Legal Fees	\$ 78,090
Public Website Hosting	\$ 63,523
CEWAS	\$ 58,885
Events Supplies	\$ 3,165
Printed Collateral	\$ 858
<b>TOTAL</b>	<b>\$ 940,932</b>