



California Kids Investment and
Development Savings Program

Q2 2025 Marketing Results

September 22, 2025

CalKIDS 2025 Marketing Plan

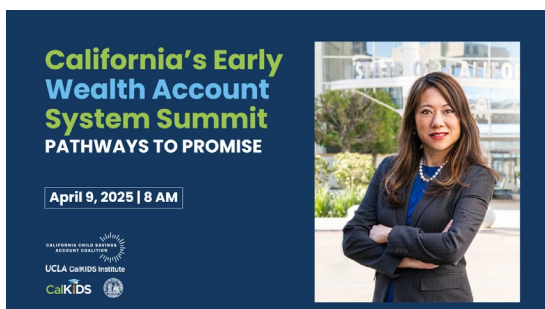
Q2 Achievements

	Goal	Strategy	Achievements
1	Increase CalKIDS brand awareness	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"> Final delivery of CalKIDS “Talk” campaign creative. Virtual Event Development – <i>Celebrating Three Years of CalKIDS</i> Strategic and creative oversight for new Back-to-School campaign creative and PR. Revisions to custom landing pages for Back-to-School campaign. Support for CalKIDS tactics at CA State Fair.
2	Increase CalKIDS program engagement and participation	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"> Development of LifeCents Financial Literacy Incentive campaign. Ongoing strategic and creative development for EVERFI Financial Literacy program. Q2 Owned Social strategy, content, and community management. Continued development of new tutorial videos for Claiming, Linking, and Requesting a Distribution.
3	Grow program through strategic partnerships and outreach activities	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"> Presentation of: “Marketing that Moves” session at California’s Early Wealth Account System Summit Updates to Marketing Toolkit materials including: NBYC Program Flyers, Claim Flyers, Fast Facts, and toolkit flyers Delivery of proposed learning agenda for CalKIDS Institute, UCLA Implemented new performance tracking tactics for partners. Custom flyers for: Covered CA, Children’s Hospital LA, and CDPH Black Infant Health Development of Treasurer Ma letters to schools & school districts.

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.



HOST					
 Matt Lee CaKIDS Marketing Lead TIAA		SPEAKERS	 Tanja Ramming Director Advancing Modoc		
 John Wang Academic Coordinator San Jose Cal-SOAP		 Leila Vera College Advising Program Coordinator Sacramento Cal-SOAP			 Mohan Kanungo Program Manager, Kindergarten to College Office of the San Francisco Treasurer
 Humphrey Manacsa Outreach Data Specialist ScholarShare Investment Board		 Noah Lightman Program Manager, CaKIDS ScholarShare Investment Board			
<div style="display: flex; justify-content: space-between; align-items: center;"> <div> California's Early Wealth Account System Summit: <small>PATHWAYS TO PROMISE</small> </div> <div> <small>CALIFORNIA CHILD SAVINGS ACCOUNT COALITION</small> <small>UCLA CaKIDS Institute</small> <small>CaKIDS</small> </div> </div>					

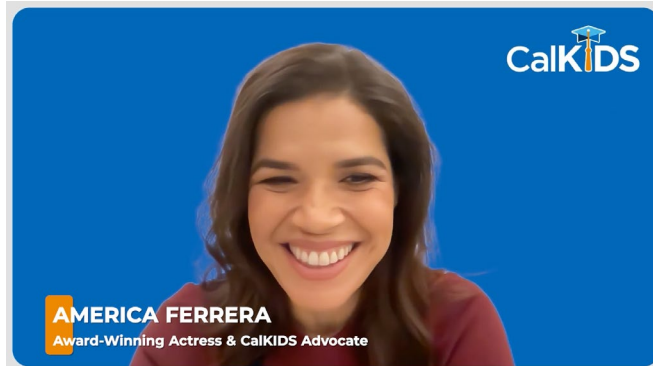
CalKIDS Back-to-School w/ America Ferrera

- 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.



Golden 1 Credit Union



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 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 amount

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

Lo que necesita saber...

La universidad puede parecer algo lejano, pero cuanto antes empiece a planificar, más probable será que suceda. California 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 solicitarla.

Solicitar la beca CalKIDS de sus hijos es rápido y fácil. Visite 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/niña.
- ✓ **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**

1202200000000
LOCAL REGISTRATION NUMBER

¡Solicite la beca hoy, y cambie su futuro!

CalKIDS
El primer paso hacia la universidad

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.

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

To learn more about CalKIDS, including eligibility and scholarship amount

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.

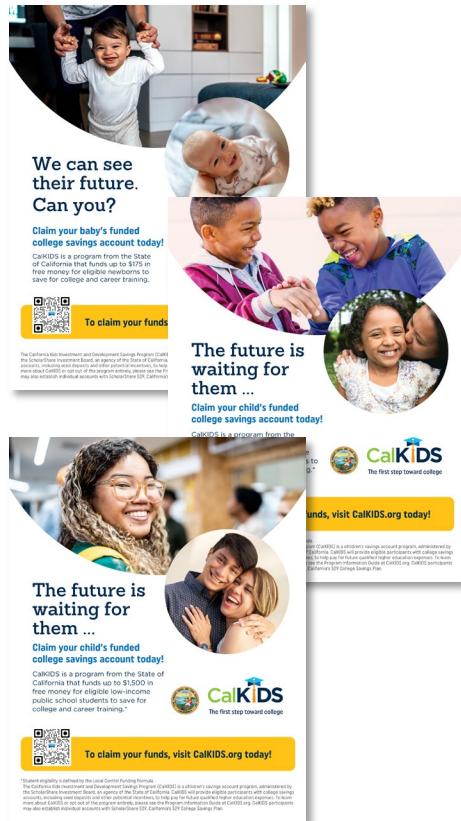
CalKIDS
El primer paso hacia la universidad

¡Para solicitar una beca, visite 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.

Trackable Flyers for Partners

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



LA County Health Services
(Eng/Esp)



Covered California
(Eng/Esp)



CADPH Black Infant Health

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
Followers	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579	10,282
Reach	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
Impressions	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
Trackable Mentions	1,032	1,044	1,028	1,268	1,367	1,649	1,455	2,068	1,921	2,190
Trackable Visits	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 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](#)




Your baby's first scholarship!
Things new parents should know about CalKIDS.
Swipe to learn more!



Your baby may be eligible for their first scholarship!
If your baby was born in California on or after July 1, 2022, they have a CalKIDS Scholarship waiting to be claimed.

It's real money, not a loan.
CalKIDS is not a loan. It's real money set aside by the State of California to help your child with qualified future educational costs.

It's quick and easy to claim!
All you need is a few minutes, your identity, your baby's birth date, the Local Registration Number (LRN) from their birth certificate, and their birthday.

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

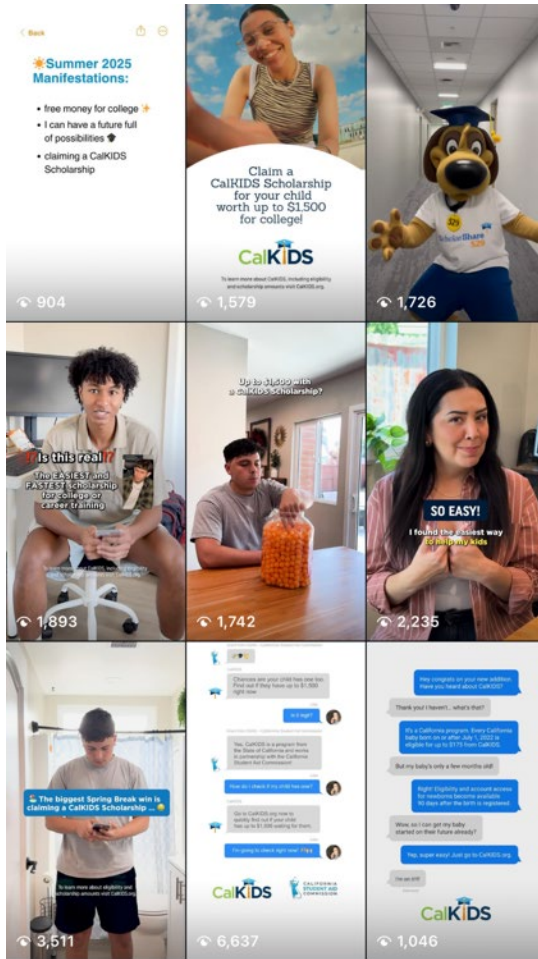
New parents, claiming your child's CalKIDS Scholarship might even be easier than nap time! All children born in California on or after July 1, 2022, have a CalKIDS Scho... [See more](#)

3 pieces of information you need to claim your child's CalKIDS Scholarship 🎓

- 1 Your child's birth date** 📅
- 2 Your child's birthday** 🎂
- 3 Your child's Local Registration Number (LRN) from their birth certificate** 📄



CalKIDS Social Media: Q2 Instagram Samples



CalKIDS Social Media: Q2 LinkedIn Samples

CalKIDS Program
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
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
569 followers
3mo · 🌐

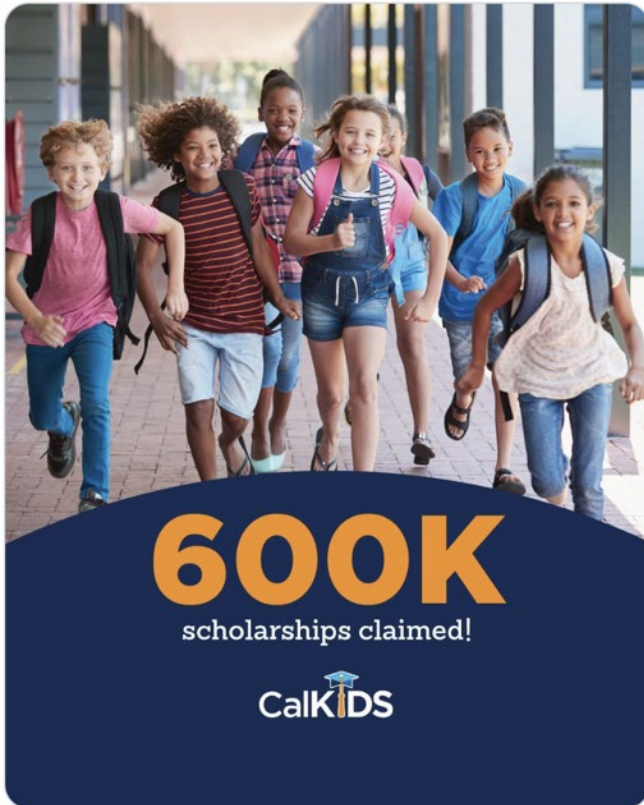
From fun family moments to claiming CalKIDS Scholarships—our Community Day this past weekend hosted by Golden 1 Credit Union was full of heart and impact! Special thanks to California State Treasurer Fiona Ma for kicking off the day, and to every parent, student, and community partner who joined us to 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!



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](https://ScholarShare529). Join [@CalTreasurer](https://CalTreasurer) [@fionama](https://fionama) and our beloved Diploma Dog in celebrating the power of planning for the future! [@CADeptEd](https://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!



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 & State...
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

CA Department of Education @CADeptEd · 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



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
- Lasheric Thornton, Reporter, EdSource



California program offers \$500 in scholarships, but many students miss out
edsource.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
TOTAL	\$ 940,932