



California Kids Investment and  
Development Savings Program

# Q3 2025 Marketing Results

December 18, 2025

# CalKIDS 2025 Marketing Plan

## Q3 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>• Launch of CalKIDS “Talk” creative featuring America Ferrera.</li> <li>• Virtual Event w/ America – <i>Celebrating Three Years of CalKIDS</i>.</li> <li>• America Ferrera campaign creative development and approvals. Strategic/Creative oversight for Back-to-School campaign launch.</li> <li>• Creative and analytics support for California State Fair</li> <li>• Development of CalKIDS 2025 Impact Report</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>• Launch of LifeCents Financial Literacy Incentive campaign.</li> <li>• Ongoing strategic and creative development for EVERFI Financial Literacy program.</li> <li>• Development of new “Scholarship” Award Letters.</li> <li>• Q3 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>• Ongoing updates to Marketing Toolkit materials to incorporate new CalKIDS Scholarship Messaging.</li> <li>• Ongoing development and implementation of partner performance tracking</li> <li>• Treasurer Ma letters to schools and school districts.</li> <li>• Development of DMV pilot program.</li> </ul>

# Official Launch of Our Partnership With CalKIDS Advocate America Ferrera (8/1/25 – 7/31/26)

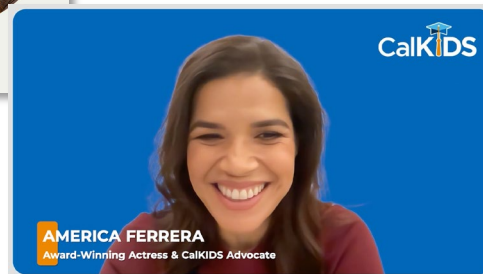
- August 1 – First PR pickup
- August 14 – Virtual Event: Celebrating Three Years of CalKIDS
- August 18 – America Ferrera Creative Goes Live in paid media



Virtual Event Creative



Video Creative



Virtual Event

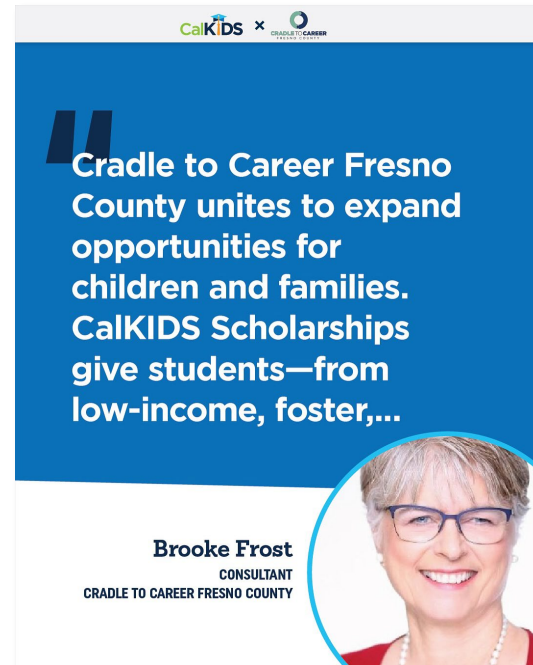
# Partner Profiles

## 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.



San Diego Unified School District



Cradle to Career Fresno County

# DMV Partnership Pilot



**All children born in California since July 2022 have a CalKIDS Scholarship!**

Claim one at [CalKIDS.org/DMV](https://CalKIDS.org/DMV)



**CalKIDS**  
The first step toward college



Audience: Parents of Newborns and Young Children



**More than 60% of California's public school students have a CalKIDS Scholarship!**

Claim one at [CalKIDS.org/DMV](https://CalKIDS.org/DMV)



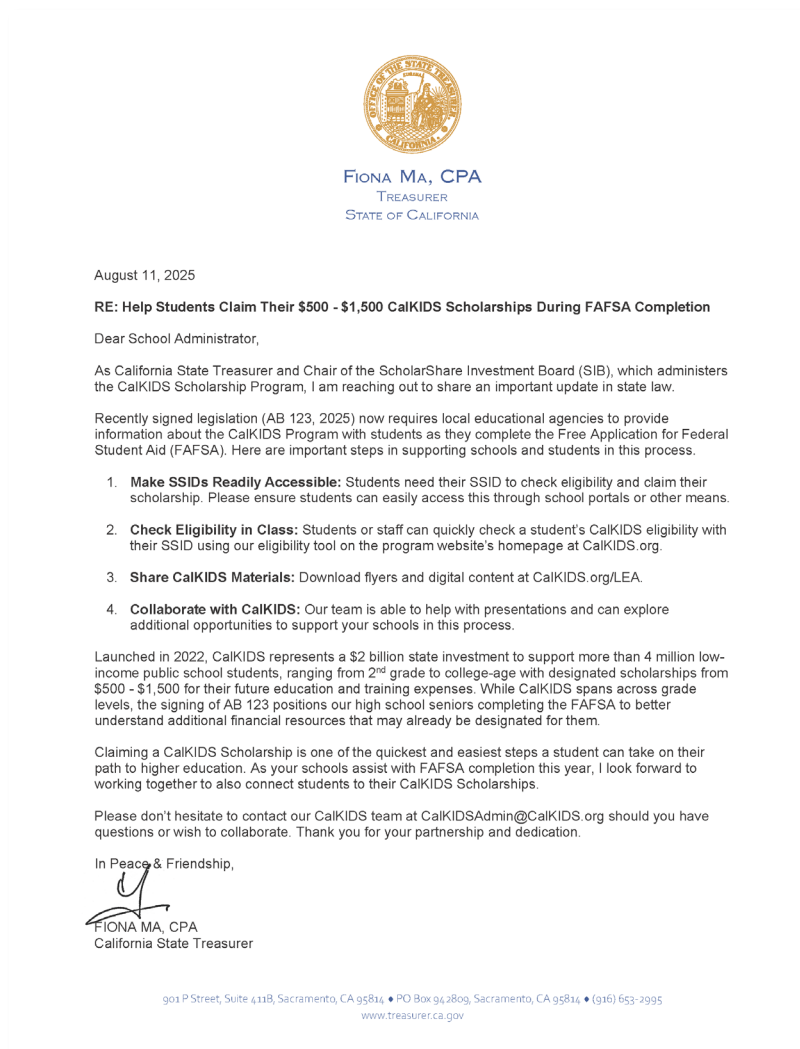
**CalKIDS**  
The first step toward college



Audience: Parents + Students

# CalKIDS + FAFSA Notification


- Letter from Treasurer Ma to 603 School Districts and 2,730 High Schools, notifying them that local education agencies are now required to provide information about the CalKIDS program with students as they complete the FAFSA.





# LifeCents Incentive Campaign Creative

September 1 - 30



**CaKIDS**


Complete two lessons. Earn \$25.

Hi, [First Name of Parent of Newborn/Student].

Got a CaKIDS Account? You're minutes away from earning Complete two lessons in **LifeCents**—a free tool for CaKIDS helps you learn more about money. Do it this month and we'll drop \$25 into your CaKIDS Account by December 31.


Here's how:

1. Log in to your CaKIDS Account
2. Click **LifeCents**
3. Create or log in to your LifeCents Account
4. Complete these two lessons:




**Start Now**

Two lessons. Five minutes. \$25 toward your child's future.



Cassandra DiBenedetto  
Executive Director, ScholarShare Investment Board  
Office of the State Treasurer, 901 P Street, Suite 411B  
Sacramento, CA 95814

Visit for terms and conditions. Void where prohibited or restricted. Promotion ends 09/31/25. To learn more about CaKIDS, including eligibility and scholarship amounts, or to opt out of the program entirely visit CaKIDS.org.



**CaKIDS**

Complete two lessons. Earn \$25.

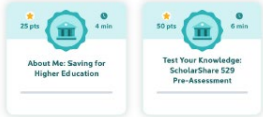
Hi, [First Name of Parent of Newborn/Student].

Last week, a mom in Fresno logged into her CaKIDS account while getting lunch ready for the kids. She completed two lessons using **LifeCents**, a free tool that helps CaKIDS families learn about money. After finishing the lessons, \$25 will be added to her child's account by December 31.

You can do the same this September. It's quick, easy, and helps you learn for your child's future.


Here's how:

1. Log in to your CaKIDS Account
2. Click **LifeCents**
3. Create or log in to your LifeCents Account
4. Complete these two lessons:



**Start Now**


It's not every day someone gives you \$25 for learning about your child's future.



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Parent Emails



**CaKIDS**

Complete two lessons. Earn \$25.


Hey, [First Name of Student].

I know this time of year is busy—but here's one quick thing that actually pays off.

Log in to your CaKIDS Account and complete two quick lessons in **LifeCents**—a free tool that helps students learn about money. September, and we'll drop \$25 into your CaKIDS Account by December 31.


Here's how:

1. Log in to your CaKIDS Account
2. Click **LifeCents**
3. Create or log in to your LifeCents Account
4. Complete these two lessons:




**Start Now**

Think of it as a reward for looking out for your future.



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**CaKIDS**

Complete two lessons. Earn \$25.

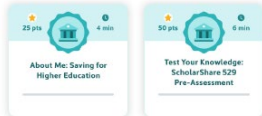
Hey, [First Name of Student].

Still haven't grabbed your \$25 reward? No judgment—but let's make it happen.

If you've got a CaKIDS Account, earn \$25 by completing two quick lessons this month in **LifeCents**—a free tool for students to learn more about money. That's it.


Here's how:

1. Log in to your CaKIDS Account
2. Click **LifeCents**
3. Create or log in to your LifeCents Account
4. Complete these two lessons:



**Start Now**

Think of it as extra credit—with cash.



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Student Emails

# New “Scholarship” Award Letters

**CalKIDS**  
The first step toward college

**Congrats! Your child has been awarded a CalKIDS Scholarship to help get their college fund started.**

Dear Parent or Legal Guardian of <First Last>:

California has invested over \$2 billion to help more than 5 million children get a head start on planning for college or career training. Your child is one of them. Their CalKIDS Scholarship is ready—you just need to claim it.

CalKIDS also offers parents additional incentives to help build their child's college fund, including:

<b>\$25</b> Your child has a \$25 CalKIDS Scholarship in their name.	<b>Plus \$25</b> Claim their scholarship at CalKIDS.org and they will receive an additional \$25 contribution in their CalKIDS Scholarship Account.	<b>Plus \$50</b> Visit ScholarShare529.com to open a ScholarShare 529 college savings Account, and link it to their CalKIDS Account and they will receive another \$50.	<b>That's up to \$100 free for college!</b>
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**How to claim your child's first scholarship:**

- Step 1: Scan the QR code or visit CalKIDS.org
- Step 2: Click "Claim Scholarship"
- Step 3: Enter your child's county, date of birth, and this (Keep it private—this code is specific to your child)
- Step 4: Create and link a ScholarShare 529 Account.

College may feel far off, but when you claim your child's CalKIDS Scholarship grow over time with your child. When the time comes to pay for education exp supplies, or a laptop, their CalKIDS Scholarship can help make a big difference. Congratulations again, I'm cheering your child on every step of their way!

Sincerely,  
*Cassandra DiBenedetto*  
Cassandra DiBenedetto  
Executive Director  
ScholarShare Investment Board

## Parents of Newborns

**CalKIDS**  
The first step toward college

**Congrats on the birth of your new baby! Your child has been awarded a CalKIDS Scholarship worth up to \$175 to help get their college fund started.**

Dear Parent or Legal Guardian of <First Last>:

California has invested over \$2 billion to help more than 5 million children get a head start on planning for college or career training. Your child is one of them. Their CalKIDS Scholarship is ready—you just need to claim it.

**Claim your baby's \$100 scholarship today.**  
Just for claiming their scholarship an additional \$25 will be added to their CalKIDS Scholarship Account.

**How to claim your child's first scholarship in minutes:**

- Step 1: Scan the QR code or visit CalKIDS.org
- Step 2: Click "Claim Scholarship"
- Step 3: Enter your child's county, date of birth, and this unique code: <123456789> (Keep it private—this code is specific to your child)

**Want to start saving on your own?**  
Open a ScholarShare 529 Account—California's official college savings plan.

**Link a ScholarShare 529 Account for \$50.**  
Link it to your child's CalKIDS Scholarship Account and another \$50 will be added to their CalKIDS Account.

College may feel far off, but when you claim your child's CalKIDS Scholarship now, the money can grow over time with your child. When the time comes to pay for education expenses like tuition, books, supplies, or a laptop, their CalKIDS Scholarship can help make a big difference. Congratulations again, I'm cheering your child on every step of their way!

Sincerely,  
*Cassandra DiBenedetto*  
Cassandra DiBenedetto  
Executive Director  
ScholarShare Investment Board

## Parents of Newborns

**CalKIDS**  
The first step toward college

**Congrats! Your child has been awarded a CalKIDS Scholarship worth at least \$500.**

Dear Parent or Legal Guardian of <First Last>:

California has invested over \$2 billion to help more than 5 million children get a head start on planning for college or career training. Your child is one of them. Their CalKIDS Scholarship is ready—you just need to claim it.

**How much is your child's scholarship?**

\$500 for all eligible students	+ \$500 for students who are foster children	+ \$500 for students who are unhoused
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**How to claim your child's first scholarship in minutes:**

- Step 1: Scan the QR code or visit CalKIDS.org
- Step 2: Click "Claim Scholarship"
- Step 3: Enter your child's county, date of birth, and this unique code: <123456789> (Keep it private—this code is specific to your child)

**Want to start saving on your own?**  
Open a ScholarShare 529 Account—California's official college savings plan.

**Link a Scholar Account.**  
Link it to your child's CalKIDS Scholarship Account so you can all in one place.

College may feel far off, but when you claim your child's CalKIDS Scholarship grow over time with your child. When the time comes to pay for education exp supplies, or a laptop, their CalKIDS Scholarship can help make a big difference. Congratulations again, I'm cheering your child on every step of their way!

Sincerely,  
*Cassandra DiBenedetto*  
Cassandra DiBenedetto  
Executive Director  
ScholarShare Investment Board

## Parents of Students

**CalKIDS**  
The first step toward college

**Congrats! You have been awarded a CalKIDS Scholarship worth at least \$500.**

Dear <First Last>:

California has invested over \$2 billion to help more than 5 million students pursue college or career training, and you're one of them. Your CalKIDS Scholarship is available now—you just need to claim it.

**How to claim your scholarship in minutes:**

- Step 1: Scan the QR code or visit CalKIDS.org
- Step 2: Click "Claim Scholarship"
- Step 3: Enter your county, date of birth, and this unique code: <123456789> (Keep it private—this code is specific to you)
- Step 4: Use your scholarship for college or career training expenses such as:  
• Tuition & fees • Books & supplies • Computer equipment

It is important to claim your CalKIDS Scholarship now to ensure the money is still available when you're ready to use it. Once you are enrolled in a qualified college or career training program, you can request the money be sent to your school.

Congratulations again, I'm cheering for you every step of the way!

Sincerely,  
*Cassandra DiBenedetto*  
Cassandra DiBenedetto  
Executive Director  
ScholarShare Investment Board

## High School + Higher Ed Students



# CalKIDS – Q3 2025 Social Media

CalKIDS content in Q3 2025 focused on helping families understand how to claim their CalKIDS scholarships through clear, step-by-step guidance and reminders. The quarter also featured a major campaign with America Ferrera, amplifying awareness about the program's impact and accessibility. In recognition of Financial Awareness Month, content highlighted tangible steps to making informed financial choices. As families prepared for the new school year, back-to-school messaging reinforced how CalKIDS can support students' educational journeys.

## Total

Followers - **13,570**

Reach - **2,998,195**

Impressions - **8,553,578**

Trackable Mentions - **3,512**

Trackable Website Visits - **23,532**



## Facebook (English)\* Paid Support

- Followers - 2,435
- Reach - 1,980,951
- Impressions - 5,824,466
- Trackable Mentions - 1,272
- Trackable Website Visits - 12,668



## X

- Followers - 184
- Reach - 6,112
- Impressions - 983
- Trackable Mentions - 68
- Trackable Website Visits - N/A



## LinkedIn

- Followers - 707
- Impressions - 8,460
- Trackable Mentions - 81
- Trackable Website Visits - 244



## Instagram\* Paid Support

- Followers - 9,020
- Reach - 890,650
- Impressions - 2,710,442
- Trackable Mentions - 2,091
- Trackable Website Visits - 10,620



## Threads\* Native Analytics not available

- Followers - 599



## YouTube

- Subscribers - 625
- Views - 120,482
- Impressions - 9,227

# CalKIDS – Social Media Benchmarks

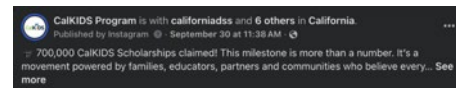
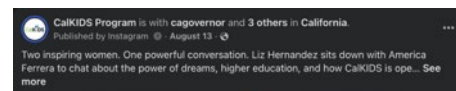
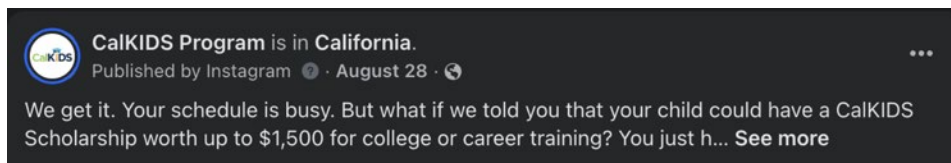
**2023**

**2024**

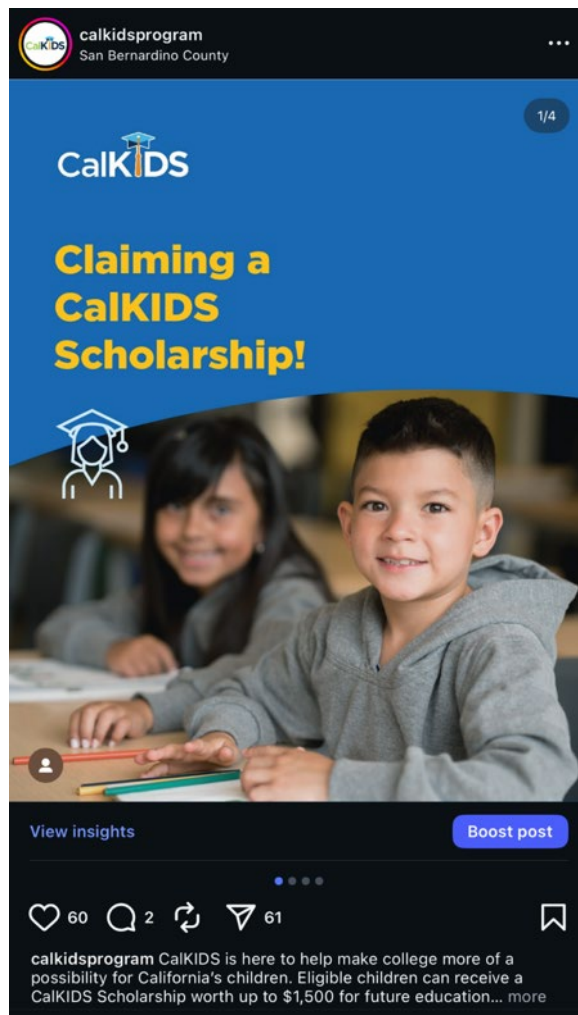
**2025**

	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 1 Month Paid	Q1	Q2	Q3
<b>Followers</b>	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579	10,282	13,570
<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	2,998,195* Paid Support
<b>Impression</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	8,553,578* 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	3,512
<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	23,532

# CalKIDS Social Media: Q3 Facebook Samples



# CalKIDS Social Media: Q3 Instagram Samples





# CalKIDS Social Media: Q3 LinkedIn Samples



**CalKIDS Program**  
707 followers  
1mo • 🌐

🎓 College Savings Month Tip:

- 1 Claim your child's CalKIDS Scholarship, worth up to \$1,500
- 2 Chat about college dreams and favorite subjects ...more

**College Savings Month is here!**

Here are some easy steps you can take to start your child's college savings journey.  
Swipe to learn more!

**1. Claim**

Your child could have a CalKIDS Scholarship worth up to \$1,500. It's quick and easy to claim, and can be the first step to saving for college.

**2. Chat**

Talk to your child about college! Ask about their dreams, favorite subjects, and what excites them about the future.

**+4 Small plans can add up**

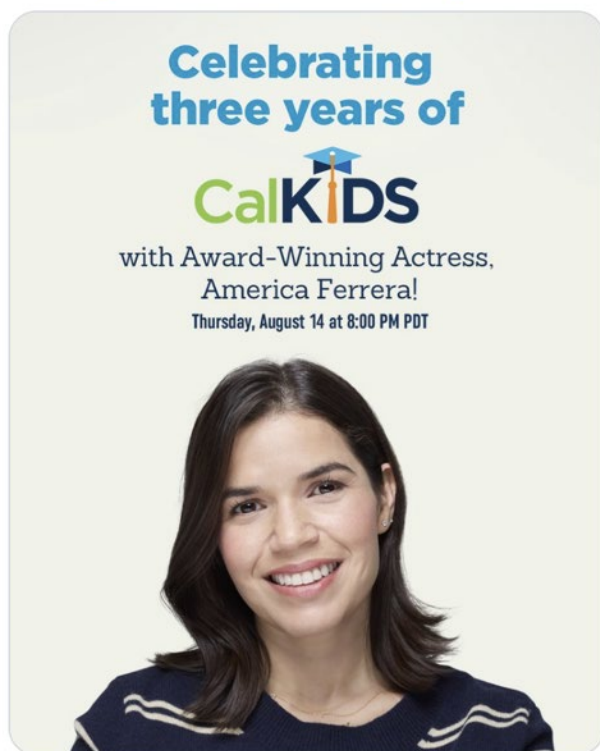
Saving for college and planning for your child's future doesn't have to be complicated. Taking these simple steps today can lead to big opportunities in the future.

# CalKIDS Social Media: Q3 X and Threads Samples



**CalKIDS Program** @CalkidsProgram · Aug 13

Join us in celebrating three years of CalKIDS this back-to-school season with a special virtual event featuring Award-Winning Actress, America Ferrera, including a Fireside Chat hosted by Liz Hernandez. 8/14 at 8:00 PM PDT on [youtube.com/@CalKIDSProgram](https://youtube.com/@CalKIDSProgram)!



2

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**CalKIDS Program** @CalkidsProgram · Sep 23

CalKIDS was excited to join @LASchools' San Fernando Valley Goes to College Fair—an inspiring event that helps families explore higher education opportunities. We loved sharing how CalKIDS Scholarships can support students' college dreams and make education more accessible!



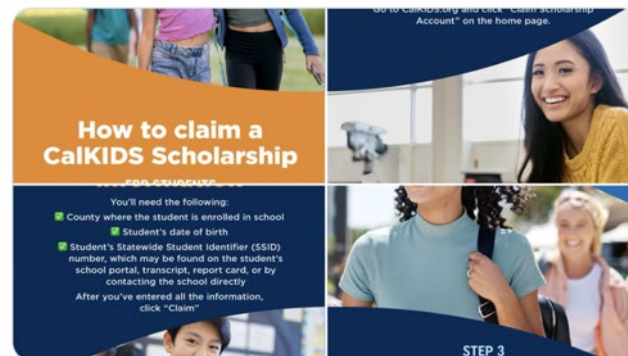
3

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**CalKIDS Program** @CalkidsProgram · Sep 15

This is your sign to claim a CalKIDS Scholarship Account! It's: ☒ Fast ☒ Easy ☒ Money to support future college or career training goals. Swipe left to follow the steps and check if you have up to \$1,500. Visit [CalKIDS.org](https://CalKIDS.org) to learn more!



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# CalKIDS Social Media: Q3 Mentions & Shares

CalKIDS has been amplified by a diverse network of trusted voices, including the California State Treasurer's Office, state programs, California colleges and universities, and education advocates. A campaign with America Ferrera and her posts have also helped raise awareness. School districts, the California Department of Education, and community organizations continue to share about the program.

**California Community Colleges** @CalCommColleges · Aug 14

TUNE IN TONIGHT: Liz Hernandez sits down with America Ferrera to chat about the power of dreams, higher education & how @CalkidsProgram is opening doors for California families with scholarships for their future.

Watch it tonight, 8/14 at 8:00 p.m. on [YouTube.com/CalkIDSProgram](https://www.youtube.com/CalkIDSProgram)!

**CalKIDS Program** @CalkidsProgram · Aug 13

Two inspiring women. One powerful conversation. Liz Hernandez sits down with America Ferrera to chat about the power of dreams, higher education, and how CalKIDS is opening doors for CA families with scholarships for their future. 8/14 at 8PM PDT on [YouTube.com/CalkIDSProgram](https://www.youtube.com/CalkIDSProgram)!



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# CalKIDS Social Media: Q3 Sentiment & Observations

Across all active CalKIDS platforms, Q3 content saw a notable increase in social awareness and visibility, especially following the launch of the America Ferrera campaign. The campaign generated strong engagement and helped introduce CalKIDS to new audiences statewide.

**Program Awareness & Appreciation:** Families, advocates, and new audiences expressed gratitude for CalKIDS' mission and shared excitement about the program after learning how to claim and use their funds. Posts tied to the America Ferrera campaign and back-to-school messaging were among the top performers.

**Community & Advocacy:** More education advocates, California colleges, and community partners actively shared CalKIDS content, reinforcing trust and expanding reach. This growing network of voices helped strengthen awareness and credibility across the state.

**Educational Value:** Clear, digestible content explaining the program continued to perform well, with many posts saved and reshared by parents and partners alike.

**Event Highlights:** Posts featuring CalKIDS at community events and conferences helped maintain momentum and humanized the program through real-world connections.

# Marketing Budget

## Summary

Budget Category	2025 Budget	Spending through 9/30/2025
CalKIDS	\$1,260,921*	\$1,143,750
Incentives	\$450,000	\$450,000
Total	\$1,710,921	\$1,593,750

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

## Details

Category	Spending as of 9/30/2025
Agency/Staff - Creative & Project Management	\$ 511,658
Spokesperson	\$ 361,655
Legal Fees	\$ 111,031
Public Website Hosting & Analytics	\$ 87,726
CEWAS Summit	\$ 58,885
Events	\$ 9,018
Letters	\$ 2,349
Printed Collateral	\$ 1,428
<b>TOTAL</b>	<b>\$ 1,143,750</b>