



California Kids Investment and
Development Savings Program

Q3 2025 Marketing Results

December 18, 2025

CalKIDS 2025 Marketing Plan

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

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



Virtual Event



Video Creative

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 San Diego Unified SCHOOL DISTRICT

When financial literacy became a graduation requirement, it sparked a fundamental question for us: how do we teach students about money management?



Dr. Fabi Bagula
SUPERINTENDENT
SAN DIEGO UNIFIED SCHOOL DISTRICT

San Diego Unified School District

CalKIDS x CRADLE TO CAREER FRESNO COUNTY

Cradle to Career Fresno County unites to expand opportunities for children and families. CalKIDS Scholarships give students—from low-income, foster,...



Brooke Frost
CONSULTANT
CRADLE TO CAREER FRESNO COUNTY

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



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



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.



FIONA MA, CPA
TREASURER
STATE OF CALIFORNIA

August 11, 2025

RE: Help Students Claim Their \$500 - \$1,500 CalKIDS Scholarships During FAFSA Completion

Dear School Administrator,

As California State Treasurer and Chair of the ScholarShare Investment Board (SIB), which administers the CalKIDS Scholarship Program, I am reaching out to share an important update in state law.

Recently signed legislation (AB 123, 2025) now requires local educational agencies to provide information about the CalKIDS Program with students as they complete the Free Application for Federal Student Aid (FAFSA). Here are important steps in supporting schools and students in this process.

1. **Make SSIDs Readily Accessible:** Students need their SSID to check eligibility and claim their scholarship. Please ensure students can easily access this through school portals or other means.
2. **Check Eligibility in Class:** Students or staff can quickly check a student's CalKIDS eligibility with their SSID using our eligibility tool on the program website at CalKIDS.org.
3. **Share CalKIDS Materials:** Download flyers and digital content at CalKIDS.org/LEA.
4. **Collaborate with CalKIDS:** Our team is able to help with presentations and can explore additional opportunities to support your schools in this process.

Launched in 2022, CalKIDS represents a \$2 billion state investment to support more than 4 million low-income public school students, ranging from 2nd grade to college-age with designated scholarships from \$500 - \$1,500 for their future education and training expenses. While CalKIDS spans across grade levels, the signing of AB 123 positions our high school seniors completing the FAFSA to better understand additional financial resources that may already be designated for them.

Claiming a CalKIDS Scholarship is one of the quickest and easiest steps a student can take on their path to higher education. As your schools assist with FAFSA completion this year, I look forward to working together to also connect students to their CalKIDS Scholarships.

Please don't hesitate to contact our CalKIDS team at CalKIDSAdmin@CalKIDS.org should you have questions or wish to collaborate. Thank you for your partnership and dedication.

In Peace & Friendship,


FIONA MA, CPA
California State Treasurer

901 P Street, Suite 411B, Sacramento, CA 95814 • PO Box 942809, Sacramento, CA 95814 • (916) 653-2995
www.treasurer.ca.gov

LifeCents Incentive Campaign Creative

September 1 - 30



CalKIDS

Complete two lessons. Earn \$25.

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

Got a CalKIDS Account? You're minutes away from earning \$25.

Complete two lessons in LifeCents—a free tool for CalKIDS that helps you learn about money. After finishing the lesson, \$25 will be added to your child's account by December 31.

Here's how:

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

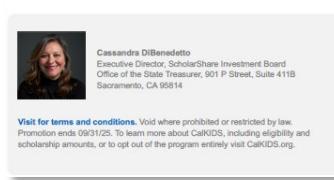
Start Now

Two lessons. Five minutes. \$25 toward your child



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

Parent Emails



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 by law. Promotion ends 09/31/25. To learn more about CalKIDS, including eligibility and scholarship amounts, or to opt out of the program entirely visit CalKIDS.org.



CalKIDS

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 CalKIDS Account and complete two quick lessons in LifeCents—a free tool that helps students learn about money. In September, we'll drop \$25 into your CalKIDS Account balance.

Here's how:

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

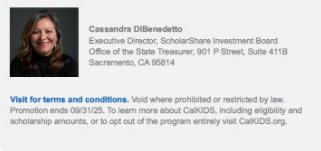
Start Now

Think of it as a reward for looking out for future



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Student Emails



Cassandra DiBenedetto

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

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New “Scholarship” Award Letters

The image shows a screenshot of a website for the CalKIDS Scholarship. At the top, there is a logo for 'CalKIDS' with a graduation cap icon, followed by a circular seal of the state of California. Below the logo, the text 'The first step toward college' is displayed. The main heading on the page is 'Congrats! Your child has been awarded a CalKIDS Scholarship to help get their college fund started.' Below this, there is a section for 'Dear Parent or Legal Guardian of [First Last]'. A large text block explains that California has invested over \$2 billion to help more than 5 million children get a head start on planning for college or career training. It emphasizes that a child's college fund is ready—just need to claim it. Another section for parents encourages them to use additional incentives to help build their child's college fund. At the bottom, there is a large call-to-action button with the text 'How to claim your child's first scholarship' and a QR code. Below the button, there are four steps to claim the scholarship, each with an icon: a QR code for Step 1, a graduation cap for Step 2, a calendar for Step 3, and a link for Step 4. The CalKIDS logo is also present at the bottom right.

1

Parents of Newborns

The image shows a screenshot of a website for the CallKIDS Scholarship. At the top, there is a QR code. Below it, the text "Step 1: Scan the QR code or visit CallKIDS.org" and "Step 2: Click 'Claim Scholarship'". Under "Step 3:", it says "Enter your child's county, date of birth, and this unique code: <123456789> (Keep it private—this code is specific to your child)". To the right of this text is a large orange button with a dollar sign icon and the text "Claim Scholarship". Below the steps, there is a section titled "Want to start saving on your own?" with the text "Open a ScholarShare 529 Account—California's official college savings plan." To the right of this text is a smaller orange button with a dollar sign icon and the text "Open Account". Further down the page, there is a section titled "Link a ScholarShare 529 Account for SSO." with the text "Link it to your child's CallKIDS Scholarship Account and another \$50 will be added to their CallKIDS Account." To the right of this text is a smaller orange button with a dollar sign icon and the text "Link Account".

Parents of Newborns

Parents of Students

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
Executive Director
SchoolShare 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

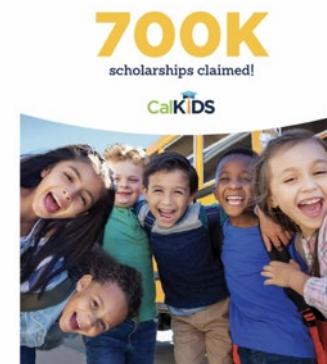
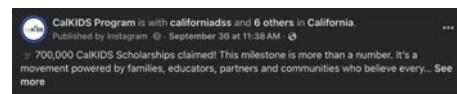
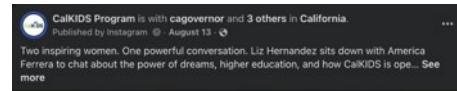
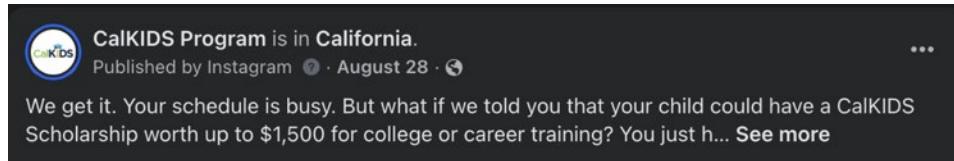
2023

2024

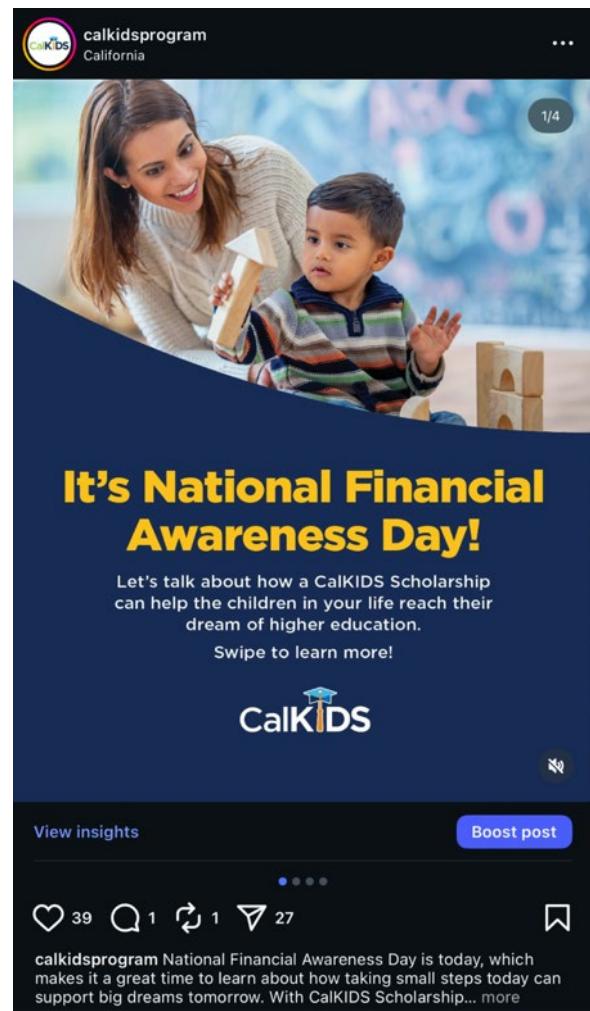
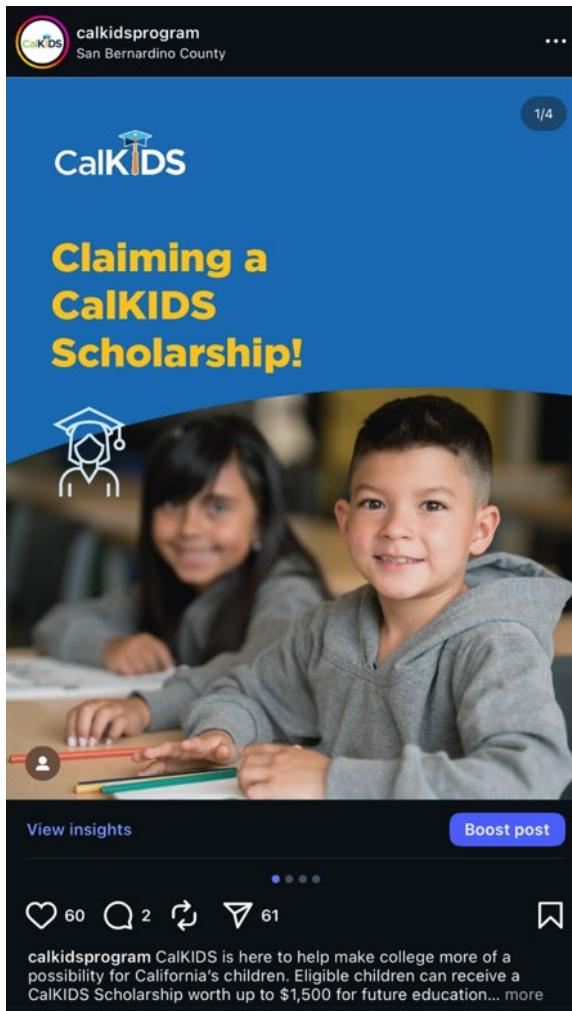
2025

	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 1 Month Paid	Q1	Q2	Q3
Followers	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579	10,282	13,570
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	2,998,195* Paid Support
Impression	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
Trackable Mentions	1,032	1,044	1,028	1,268	1,367	1,649	1,455	2,068	1,921	2,190	3,512
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	23,532

CalKIDS Social Media: Q3 Facebook Samples



CalKIDS Social Media: Q3 Instagram Samples



CalKIDS Social Media: Q3 LinkedIn Samples

CalKIDS Program

CalKIDS 707 followers
2mo •

That's a wrap on the 2025 California MTSS Professional Learning Institute! 🎓 Huge thanks to the [Orange County Department of Education](#) and [Butte County Office of Education](#) Offices of Education for bringing together ...more



CalKIDS Program

CalKIDS 707 followers
1mo •

The 44th California Conference on American Indian Education hosted by Four Winds of Indian Education was filled with meaningful conversations about the future of students across California. We were proud to share how ...more



CalKIDS Program

CalKIDS 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



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.



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!



+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.

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CalKIDS Social Media: Q3 X and Threads Samples

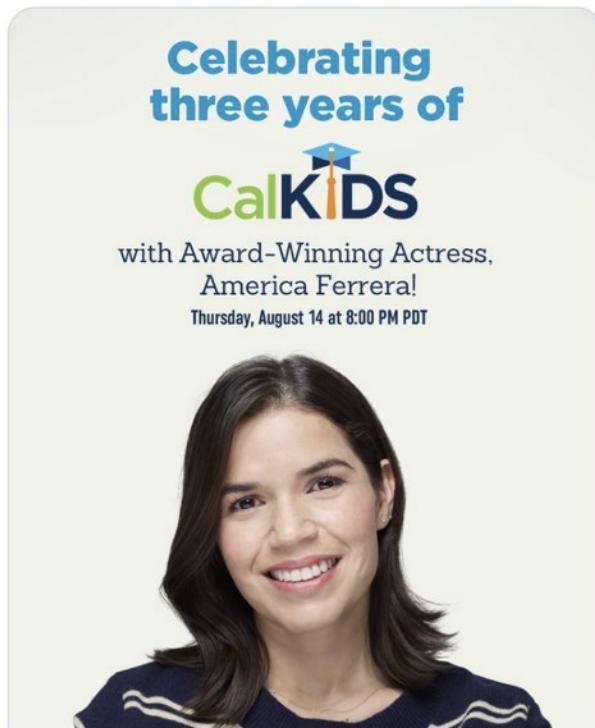


CalKIDS Program @CalkidsProgram · Aug 13



...

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!



2



2



151



2

1

218



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!



54



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 to learn more!



2

1

218



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.

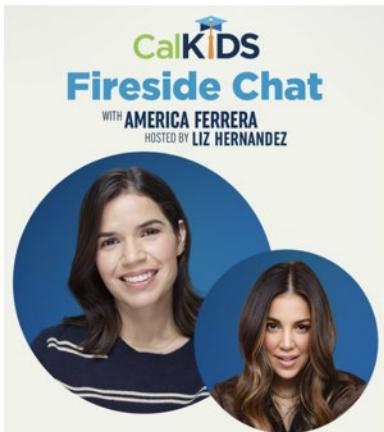
 **California Community Colleges** @CalCommColleges · Aug 14  

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)



Watch it on Thursday, August 14 at 8:00 PM PDT at [YouTube.com/CalKIDSProgram!](https://www.youtube.com/CalKIDSProgram)



 **uclacalkidsinstitute** 

 **CalKIDS**
just celebrated three years

with Award-Winning Actress, America Ferrera, and California State Treasurer, Fiona Ma!

[View it now on YouTube.com/@CalKIDSProgram!](#)



158K · View insights

uclacalkidsinstitute On August 14, the ScholarShare... more

August 28

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
TOTAL	\$ 1,143,750