



California Kids Investment and
Development Savings Program

Q4 2025 Marketing Results

March 18, 2026

CalKIDS 2025 Marketing Plan

Q4 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"> Ongoing strategic and creative oversight for the “Back-to-School” campaign, and the “Talk” campaign featuring America Ferrera. America Ferrera campaign creative development and approvals. Delivery of the 2025 CalKIDS 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"> Q3 Owned Social strategy, content, and community management. Continued development of new tutorial videos for Claiming, Linking, and Requesting a Distribution. Creative development for Q1 2026 ScholarShare 529 Incentive Campaign
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. Support for various partner organizations including: Covered California, California Student Aid Commission, CaliforniaColleges.edu, CalWORKS

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

“Partnering with CalKIDS has allowed us to bring a powerful message of hope and opportunity to Modoc County families, showing that higher ...

Tara Yarberry
ADVANCING MODOC DIRECTOR
AND BCBA

Advancing Modoc

CalKIDS x

“Partnering with CalKIDS helps students see that continuing their education after high school is not only possible—but that they have a pathway to get there. Even small savings can boost a child’s future.

Mohan Kanungo
K2C PROGRAM MANAGER
KINDERGARTEN TO COLLEGE

Kindergarten to College (KTC)

CalKIDS x

“CalKIDS sends an important message to our students: your dreams are real and we believe in your future. By partnering with CalKIDS, LAUSD is helping every family see college and career pathways as possible, starting now.

Frances Baez, PhD
CHIEF ACADEMIC OFFICER
LOS ANGELES UNIFIED
SCHOOL DISTRICT

Los Angeles Unified School District

America Ferrera Post for National Scholarship Month

(posted 11/3/2025)

The 2nd of America's 5 social media posts was in support of National Scholarship month.

- Views/Impressions: 2,303,724
- Reach: 1,101,735
- Shares: 4,034
- Saves: 1,886
- Likes: 20.8K
- Reposts: 90

America posting scheduled:

- August 2025 (complete)
- November 2025 (complete)
- January 2026
- April 2026
- June 2026



America Ferrera Social Content Series

A series of 6 social videos in which America talks about a variety of CalKIDS related topics. The posts will be leveraged between America's 3 remaining posts in 2026.

Topics include:

- Why is CalKIDS Important for California families?
- What would you tell parents who are thinking about their child's future?
- What's stopping you from talking about higher education?
- Why is talking about higher education so important?
- Get schooled on higher education.
- Can you claim a CalKIDS Scholarship faster than America Ferrera making a PB&J sandwich?



ScholarShare 529 Incentive Campaign Creative

February – May 2026



Get \$50 for opening a new ScholarShare 529 Account!

Now that you've claimed your CalKIDS Scholarship Account, it's time to build your own savings. We encourage families to save on their own with ScholarShare 529—California's official college savings plan.

Open a new ScholarShare 529 Account on or after February 1, 2026. If you complete the following by May 31st, we'll add another \$50 to your child's CalKIDS Account:

- Add at least \$50 to your new ScholarShare 529 Account.
- Link your new ScholarShare 529 Account to your child's CalKIDS Account.

CalKIDS participants must be 14 years of age or younger as of May 31, 2026 to receive the \$50 incentive offer. ScholarShare 529 Accounts opened prior to February 1, 2026, are not eligible for the \$50 incentive offer.

[Start Now!](#)

\$50 toward college or career training.



Cassandra DiBenedetto
Executive Director
ScholarShare Investment Board
Office of the State Treasurer

See terms and conditions. Promotion ends 05/31/26. The \$50 incentive will be added to the participant's CalKIDS Account by September 30, 2026. This offer is separate from the \$50 ScholarShare 529 linking incentive offered to CalKIDS participants entered into the program at birth. To learn more about CalKIDS, including eligibility and scholarship amounts, or to opt out, visit [CalKIDS.org](#). To learn more about California's ScholarShare 529, its investment objectives, risks, charges and expenses see the Plan Description at [ScholarShare529.com](#) before investing. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, is the distributor for ScholarShare 529. 5101896

February Email



A mom was looking for ways to save for her child's future college or career training journey. Today, she opened a ScholarShare 529 Account, linked it to her child's CalKIDS Account, and earned \$50 for her kid. You can too!

Open a new ScholarShare 529 Account on or after February 1, 2026. If you complete the following by May 31st, we'll add another \$50 to your child's CalKIDS Account:

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[Start Now!](#)

A few minutes today can mean more savings tomorrow.



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March Email



April is **Financial Literacy Month**—the perfect time to take one smart step that pays off...

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April Email



Each year, we celebrate May 29th as 529 Day in honor of California's official college savings plan, ScholarShare 529. It's the perfect opportunity to grow your child's education savings and earn \$50 for doing it.

Open a new ScholarShare 529 Account on or after February 1, 2026. If you complete the following by May 31st, we'll add another \$50 to your child's CalKIDS Account:

- Add at least \$50 to your new ScholarShare 529 Account.
- Link your new ScholarShare 529 Account to your child's CalKIDS Account.

CalKIDS participants must be 14 years of age or younger as of May 31, 2026 to receive the \$50 incentive offer. ScholarShare 529 Accounts opened prior to February 1, 2026, are not eligible for the \$50 incentive offer.

[Start Now!](#)

529 Day comes once a year—but your child's future lasts a lifetime!



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May Email

CalKIDS – Q4 2025 Social Media

In Q4 2025, CalKIDS content focused on helping families take action with clear, step-by-step guidance on how to claim their scholarships, plus milestone moments to celebrate progress. Partnerships helped expand reach. Influencer support, including America Ferrera content, also helped boost awareness and highlight the program's impact. Seasonal and trending themes rounded out the quarter, making content feel timely, relatable, and achievable for families across California.

Total

Followers - 15,514

Reach - 5,045,076

Impressions - 18,535,151

Trackable Mentions - 5,376

Trackable Website Visits - 27,608



Facebook (English)* Paid Support

- Followers - 2,818
- Reach - 3,262,707
- Impressions - 13,005,282
- Trackable Mentions - 2,661
- Trackable Website Visits - 15,145



X

- Followers - 189
- Reach - 6,511
- Impressions - 1,023
- Trackable Mentions - 76
- Trackable Website Visits - N/A



LinkedIn

- Followers - 764
- Impressions - 8,681
- Trackable Mentions - 119
- Trackable Website Visits - 269



Instagram* Paid Support

- Followers - 10,470
- Reach - 1,775,858
- Impressions - 5,513,843
- Trackable Mentions - 2,520
- Trackable Website Visits - 12,194



Threads* Native Analytics not available

- Followers - 622



YouTube* Paid Support

- Subscribers - 651
- Views - 1,058,198
- Impressions - 6,322

Social Media Benchmarks

	2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 1 Month Paid	Q1	Q2	Q3	Q4
Followers	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579	10,282	13,570	15,514
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	5,045,076* 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	18,535,151* 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	5,376
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	27,608

CalKIDS Social Media: Q4 Facebook Samples

 CalKIDS Program is in Los Angeles County, California. ...

Published by Instagram · October 20, 2025

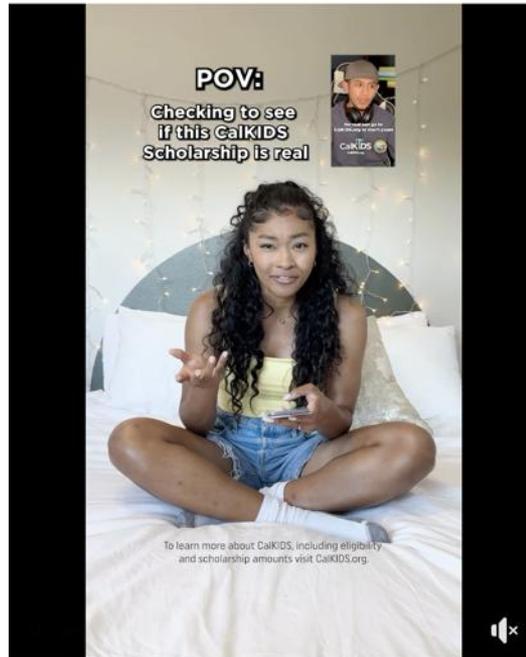
What an inspiring event! CalKIDS was proud to join the California Association of School Counselors Convention & Expo—helping equip counselors with resources to guide fa... See more



 CalKIDS Program is with CA Student Aid Commission in California. ...

Published by Instagram · October 13, 2025 · Imagination · Demain Matin

Free money hack: check if you have a CalKIDS Scholarship worth up to \$1,500 to use towards college or career training. Just go to CalKIDS.org right now to see if you have one!



 CalKIDS Program is in California. October 10, 2025 · ...

We're excited to come together for the California Career Resource Network (CalCRN) October 2025 Quarterly Meeting!

Date: Tuesday, October 14, 2025... See more



CalKIDS Social Media: Q4 Instagram Samples

Instagram

calkidsprogram
California



November is about gratitude ... and growing futures.

Sign up for our free webinar today at CalKIDS.org!








calkidsprogram This November, we're thankful for opportunities that can help make higher educat... more

Instagram

calkidsprogram



The best gift this season? Their future.

See if they have a CalKIDS Scholarship now at CalKIDS.org!








calkidsprogram No wrapping or spending required. Your child may already have a CalKIDS Scholarship ... more

Instagram

calkidsprogram
Los Angeles County, California

CalKIDS x 

CalKIDS sends an important message to our students: your dreams are real and we believe in your future. By partnering with CalKIDS, LAUSD is helping every family see college and career pathways as possible, starting now.



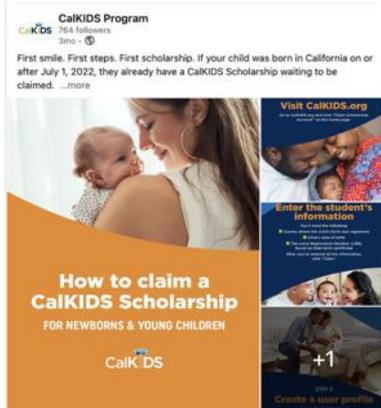
Frances Baez, PhD
CHIEF ACADEMIC OFFICER
LOS ANGELES UNIFIED SCHOOL DISTRICT





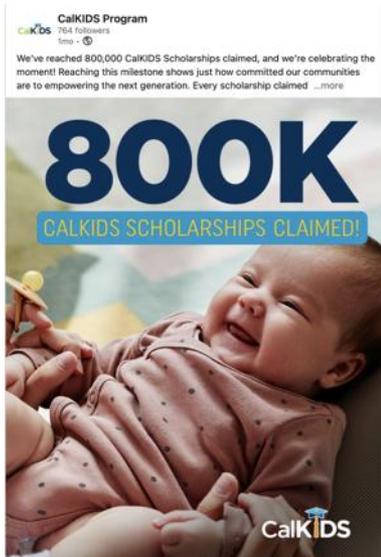

calkidsprogram We're honored to partner with Los Angeles Unified School District to support stud... more

CalKIDS Social Media: Q4 LinkedIn Samples



CalKIDS Program
764 followers
2mo · 🌐

Thank you, **Fairfield-Suisun Unified School District**, for having us! We connected with more than 100 families, helping many students claim their CalKIDS Scholarships for their future education. It's exciting to see ...more



CalKIDS Social Media: Q4 X and Threads Samples

CalKIDS Program @CalkidsProgram · Nov 6, 2025

This November, we're thankful for opportunities that can help make higher education possible. Discover how to claim a CalKIDS Scholarship—worth up to \$1,500—by joining our free webinar on November 13 at 11:00 AM PDT. Sign up today at CalKIDS.org.



November is about gratitude ... and growing futures.

Sign up for our free webinar today at CalKIDS.org!



CalKIDS Program @CalkidsProgram · Nov 13, 2025

Thank you, @FairfieldSuisun, for having us! We connected with more than 100 families, helping many students claim their CalKIDS Scholarships for their future education. It's exciting to see California families take steps toward college and career dreams.



CalKIDS Program @CalkidsProgram · Oct 9, 2025

First smile. First scholarship. If your child was born in CA on or after July 1, 2022, they already have a CalKIDS Scholarship waiting to be claimed.

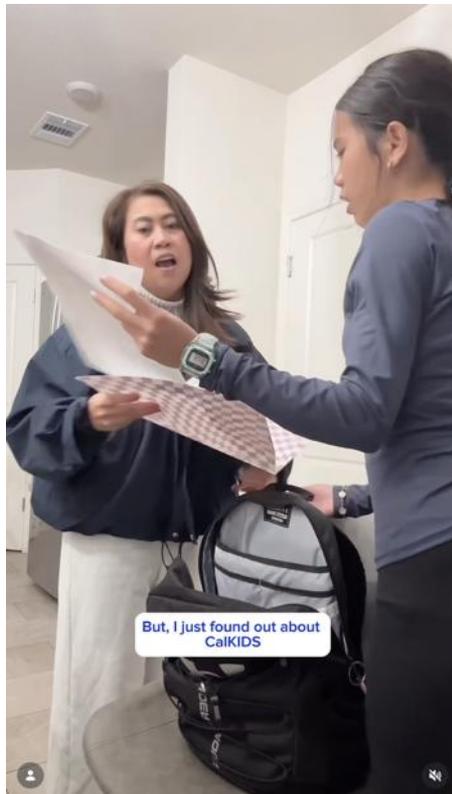
- ✓ Easy to claim
- ✓ Available just 90 days after child is born
- ✓ Helps support future college goals



STEP 3

CalKIDS Social Media: Q4 Mentions & Shares

CalKIDS has been amplified by a broad network of trusted voices across California. Support from the California State Treasurer's Office, state programs, colleges and universities, and education advocates has helped extend the program's reach and credibility. Influencer support, including a campaign with America Ferrera, has further boosted awareness and visibility. At the community level, school districts, the California Department of Education, and local organizations continue to share information, helping families learn about and access the program through familiar, trusted channels.



1 **Friends of the Children - Coachella Valley** 131 followers 1mo

Learning looked a little different at the Clubhouse last week. We were grateful to welcome Flor, an Educational Services Coordinator from the [Riverside County Office of Education](#), who shared information about the [CalKIDS Program](#) with our parents and caregivers. At the same time, Hugo, an Education Specialist with [Coachella Valley Mosquito And Vector Control District](#), led a hands-on lesson for our youth about mosquito control and the science behind a mosquito's life cycle. The kids even created holiday-themed mosquitoes to take home along with a science kit.

CalKIDS Social Media: Q4 Sentiment & Observations

Observations:

- Across CalKIDS' active social channels, Q4 delivered a strong lift in visibility and overall awareness, fueled in large part by the America Ferrera campaign content and influencer content.

Positive Sentiment:

- **Growing Awareness & Positive Response:** Families, supporters, and first-time viewers showed appreciation for the program's purpose and expressed excitement – this is seen on engagement on America Ferrera content and influencer content. This content was also the top performers throughout Q4, with the help of paid support.
- **Community Amplification:** Education advocates, colleges, and community-based partners increasingly shared CalKIDS messaging, helping expand reach and deepen trust.
- **Educational Content:** Simple, easy-to-follow posts that explained how the program works continued to resonate. Many of these were saved, shared, and revisited by parents and partners looking for clear guidance.
- **On-the-Ground Visibility:** Afterglow content of coverage from community events and conferences added a human and authentic element to the feed.

Marketing Budget

Summary

Budget Category	2025 Budget	Spending as of 12/31/2025
CalKIDS	\$1,260,921*	\$1,209,312**
Incentives	\$450,000	\$450,000
Total	\$1,710,921	\$1,659,312

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

** \$51,609 will be carried over to 2026.

Details

Category	Spending as of 12/31/2025
Agency/Staff - Creative & Project Management	\$ 546,145
Spokesperson	\$ 361,655
Public Website Hosting & Analytics	\$ 119,596
Legal Fees	\$ 111,031
CEWAS Summit	\$ 58,089
Events	\$ 9,018
Letters	\$ 2,349
Printed Collateral	\$ 1,428
TOTAL	\$ 1,209,312
PERCENT OF BUDGET USED	96%