



California Kids Investment and
Development Savings Program

Q1 2025 Marketing Results

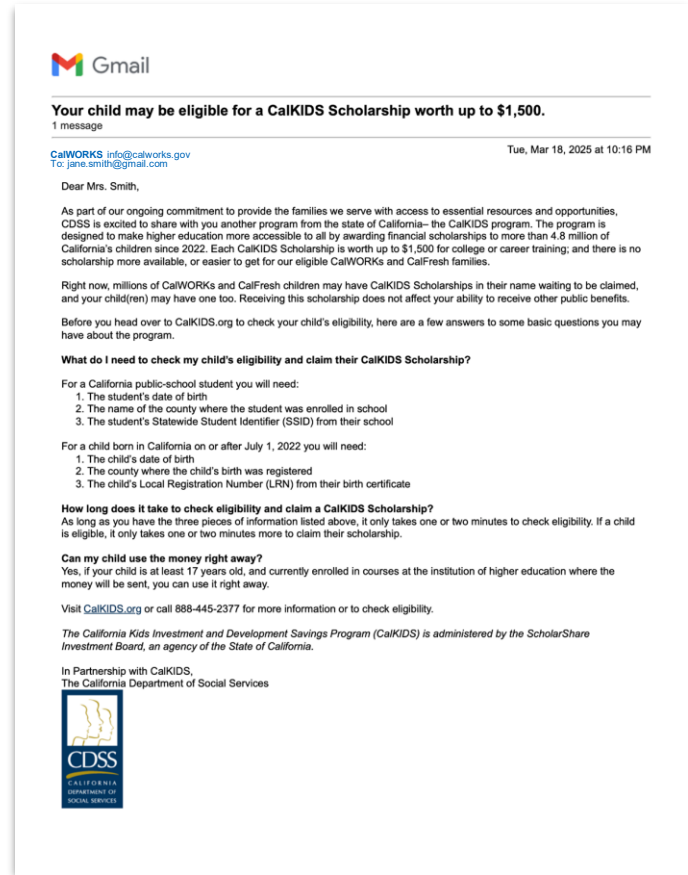
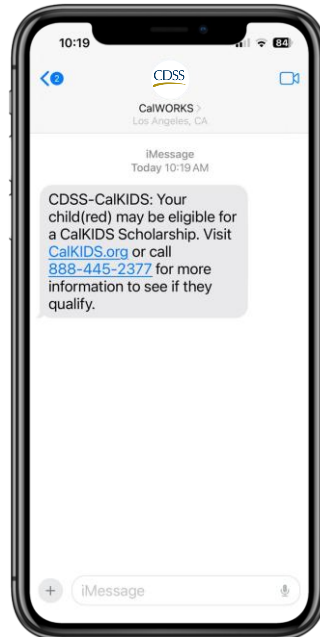
CalKIDS 2025 Marketing Plan

Q1 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"> • Production of new CalKIDS “Talk” campaign featuring celebrity Spokesperson. • Implementation of new CalKIDS “scholarship” positioning and messaging strategy across paid, earned and owned channels. • Ongoing development of CalKIDS Marketing Dashboard to help better measure the impact of our marketing efforts. • Strategic oversight in the development, review, and approval of 2025 media plan, state and local PR campaigns, media kit, Brand Tracker, and qualitative research. • Strategic and creative oversight in the development of creative assets for Q2 paid media launch.
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 4 new CalKIDS landing pages for the Q2 paid media launch. • Strategic and creative development of the EVERFI Financial Literacy program. • Q1 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"> • Strategic oversight, creative development, and analytics for CalWORKS email and sms campaign. • Program development for California’s Early Wealth Account System Summit designed to distribute best practices in marketing to program partners.

CalWORKS Partner Pilot

- Emails Sent: ~2.2M
- SMS Messages Sent: ~1M
- Total Notifications: ~3.2M
- Claims Generated as of June 2: 1,575



Partner Profiles (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 Sacramento City Unified School District

...Many of our students face significant access challenges. In light of these obstacles, the ability to easily claim a CalKIDS Scholarship has been a game-changer. This opportunity has repeatedly renewed students' hope and excitement about their college futures.

Jackie Nevarez
SCUSD COORDINATOR II, COLLEGE AND CAREER EXPERIENCE
SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

Sacramento City Unified School District

CalKIDS x Inyo County Office of Education

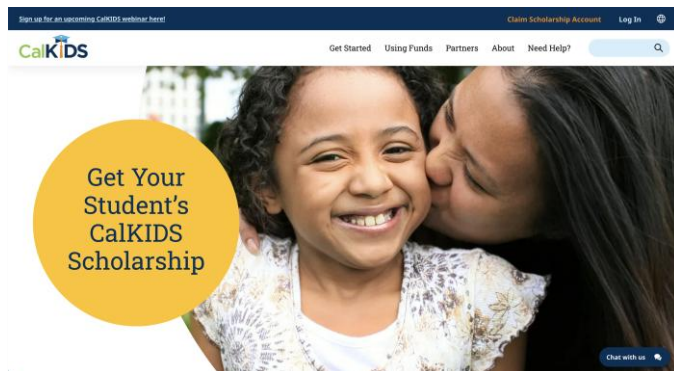
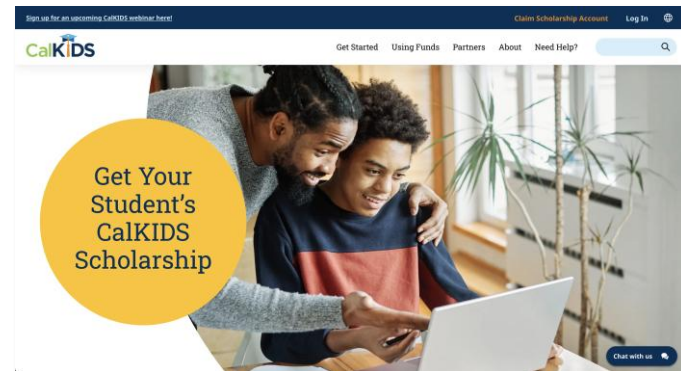
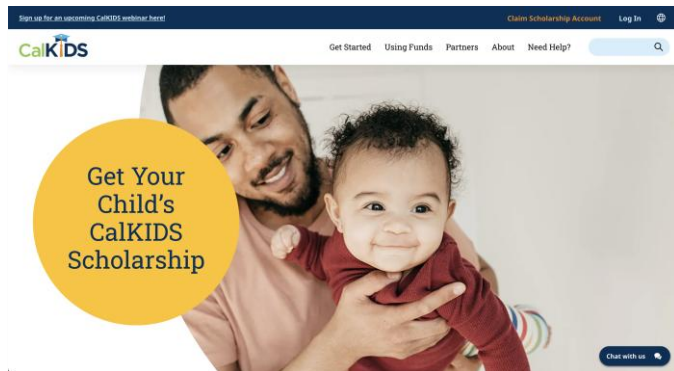
...about statewide programs is sparse and sporadic — CalKIDS was virtually unknown by our parents and even school administrators in Inyo County.

Karen Kong
PROGRAM COORDINATOR FOR PREVENTION AND INTERVENTION
INYO COUNTY SUPERINTENDENT OF SCHOOLS

Inyo County Office of Education

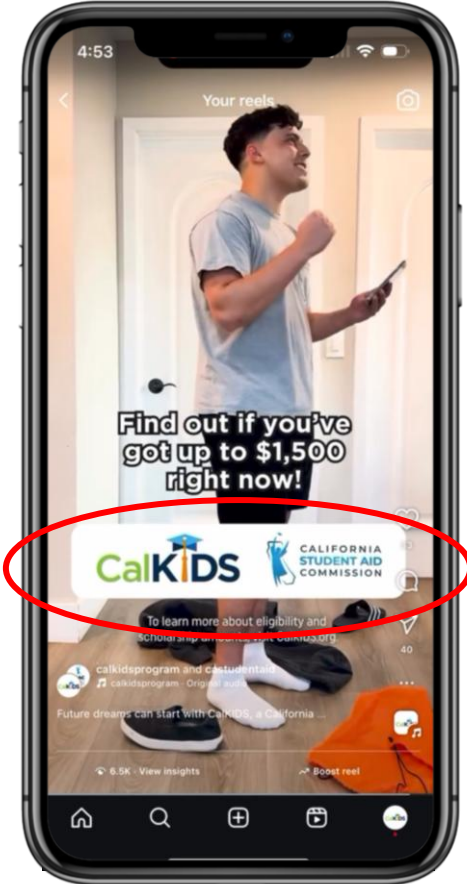
2025 Landing Pages

- Custom landing pages were developed for each of our four audience segments.
- Audience specific creative was developed by BARU to drive traffic to each page.



California Student Aid Commission

Social Collaborations



CalKIDS – Q1 2025 Social Media



Q1 2025 CalKIDS kicked off the year with content focused on program education, community partnerships, and real-world impact. Throughout the quarter, we highlighted CalKIDS' presence at in-person events, showcased collaborative efforts with partner organizations, and continued to emphasize the importance of claiming accounts. Content was designed to feel both informative and approachable, helping to strengthen audience understanding of the program while building trust and connection.

Total

Followers - **9,579**

Reach - **1,220,469**

Impressions - **2,979,843**

Trackable Mentions - **1,921**

Trackable Website Visits - **28,913**



Facebook (English) *No Paid Support

- Followers - 1,981
- Reach - 572,366
- Impressions - 2,271,218
- Trackable Mentions - 1,001
- Trackable Website Visits - 16,913



X

- Followers - 166
- Reach - 4,225
- Impressions - 328
- Trackable Mentions - 37
- Trackable Website Visits - N/A



LinkedIn

- Followers - 516
- Impressions - 5,210
- Trackable Mentions - 86
- Trackable Website Visits - 277



Instagram *No Paid Support

- Followers - 5,894
- Reach - 633,441
- Impressions - 696,996
- Trackable Mentions - 797
- Trackable Website Visits - 11,723



Threads* Native Analytics not available

- Followers - 518



YouTube

- Subscribers - 504
- Views - 10,437
- Impressions - 6,091

CalKIDS Social Media: Q1 Sentiment & Observations

In Q1 2025, across all active CalKIDS social platforms, there's a consistent trend of positive sentiment centered around:

- **Program Awareness & Appreciation:** Audiences frequently express gratitude for the program's mission of supporting California children and families in preparing for future educational expenses. Posts that highlight the benefits, especially how to use funds, tend to generate strong positive reactions.
- **Community Partnerships:** Content that highlights collaborations with trusted organizations, schools, and community groups is often met with enthusiasm and trust. Users appreciate seeing CalKIDS actively working with local and statewide partners to reach more families.
- **Educational Value:** Posts that clearly break down how the program works, especially using carousel posts or Reels, are often shared.
- **Event Spotlights:** Afterglow event posts showcasing CalKIDS' community presence drew strong engagement.

Collaborations and Community Partnerships

- CalKIDS did collaboration Reels with the California Student Aid Commission. This partnership not only amplified our message but also helped introduce the program to new audiences through shared networks/cross-promotion.

Content Performance Insights

- Reels continue to stand out as the top-performing content format, particularly on Instagram, driving higher engagement and visibility compared to other post types.
- Partner spotlights and post-event recaps or “afterglows” consistently perform well on LinkedIn, reinforcing the value of CalKIDS' real-world community presence and collaborative efforts.
- Across platforms, content that highlights community partnerships remains a strong driver of engagement, reinforcing the importance of relationship-driven storytelling in both raising awareness and encouraging action.

CalKIDS Social Media Results



	Q1-23	Q2-23	Q3-23	Q4-23	Q1-24	Q2-24	Q3-24	Q4-24 1 Month Paid	Q1-25
Followers	1,105	1,494	2,098	2,787	4,880	5,857	8,867	9,168	9,579
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
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
Trackable Mentions	1,032	1,044	1,028	1,268	1,367	1,649	1,455	2,068	1,921
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

CalKIDS Social Media: Q1 Facebook Samples



CalKIDS Program is in California.
Published by Instagram
January 2

It's CalKIDS Q&A time! 🎓 Let's get into it. ➡️ Swipe through to see the answers to some of your questions —how easy it is to check eligibility, what funds can cover, and ... [See more](#)

CalKIDS Q&A Time:
Your Questions. Our Answers

➡️

CalKIDS

Who is eligible for a CalKIDS account?
California public school students in grades 1-12 and babies born in California on or after July 1, 2022 may have a CalKIDS account! Check eligibility at CalKIDS.org.

How much can my child receive from CalKIDS?
Eligible students can receive up to \$1,500 for college or career training

What can CalKIDS funds be used for?
CalKIDS funds can be used for qualified education expenses such as: tuition and fees, and books or supplies required for college or career training courses

Is there a deadline to claim my child's CalKIDS account?
No deadline! But why wait? Their higher education future could start now!

Ready to check eligibility and claim their account? Head to CalKIDS.org

CalKIDS Program is in Los Angeles County, California.
Published by Instagram
February 18

Want to help your child get up to \$1,500 for college or career training? Sign up for our free CalKIDS webinar on February 20th from 11:00 am–12:00 pm at [CalKIDS.org](#). It... [See more](#)

A CalKIDS Scholarship starts here

Join our free webinar this month

Sign up today at [CalKIDS.org](#)

CalKIDS Program is in California.
Published by Juliann Cheryl Tang
January 16

College and career training dreams could be more within reach than you think! With CalKIDS, a program by the State of California, your student could get up to \$1,500 for... [See more](#)

Grant from CSAC - California Student Aid Commission

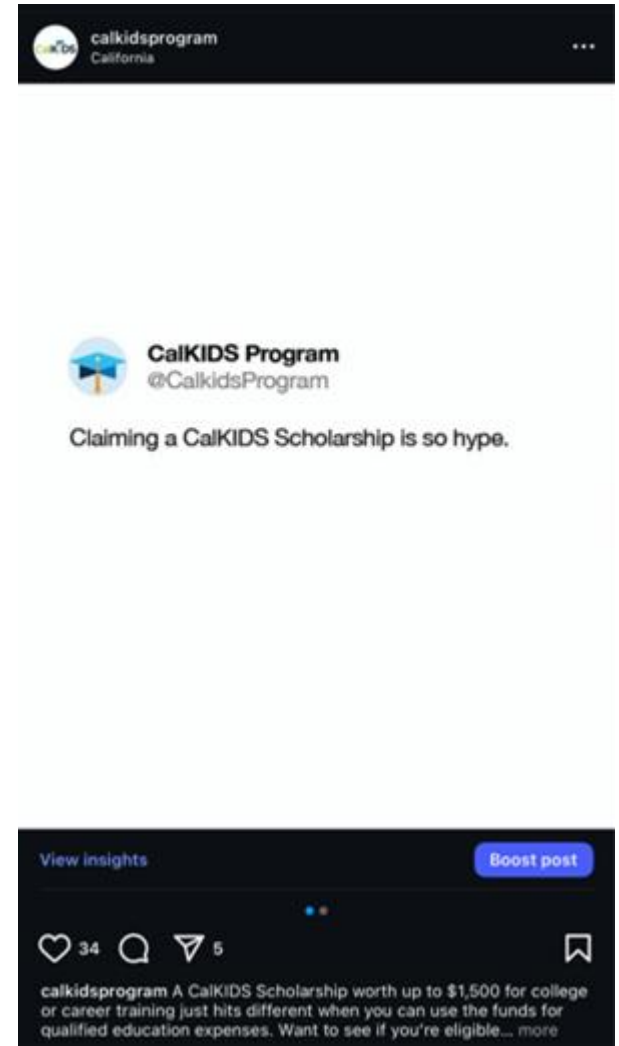
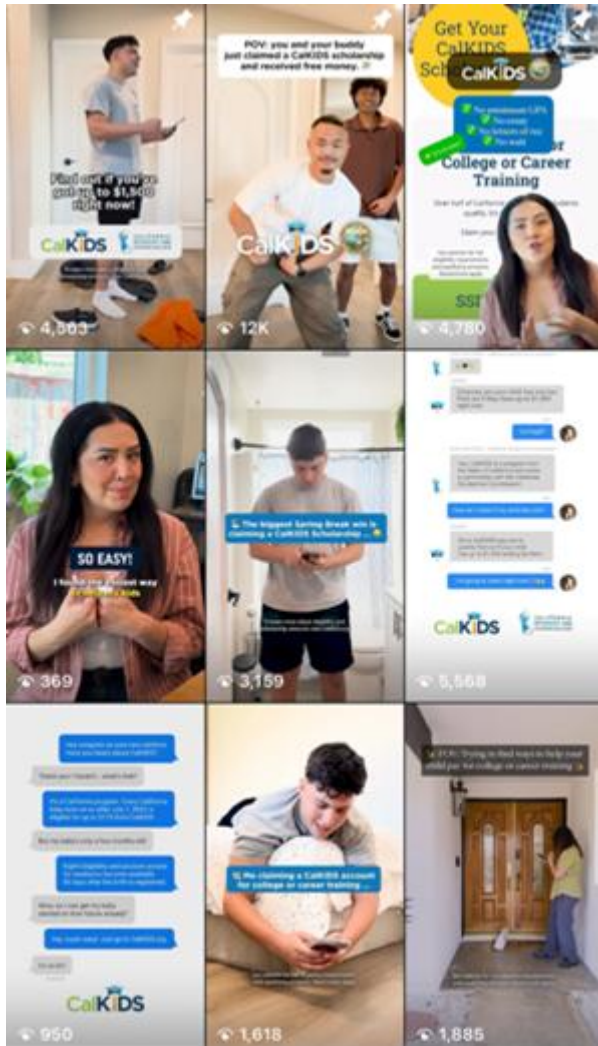
CalKIDS

It's the EASIEST and FASTEST scholarship to get for college or career training

It's so easy!

- No minimum GPA ✓
- No essay ✓
- No letters of rec ✓
- No wait ✓

CalKIDS Social Media: Q1 Instagram Samples



CalKIDS Social Media: Q1 LinkedIn Samples



CalKIDS Program
516 followers
3w · 🌐

Before CalKIDS, there was K2C—San Francisco’s trailblazing program that sparked a nationwide movement. As the first universal Child Savings Account program in the U.S., K2C paved the way for 100+ similar programs, now reaching over 7 million children nationwide. 🎓 And here’s the game-changer: Research shows that students with a K2C account are significantly more likely to enroll in college—especially those from underrepresented communities! 📊 These findings, from a 3-year study by University of Michigan and Summitlab researchers highlight the real impact of early college savings. Want to see the numbers for yourself? Check out the research at www.k2csf.org!

**KINDERGARTEN TO COLLEGE:
REALIZING THE COLLEGE DREAM**

New research shows that K2C boosts college access, especially for underrepresented students:

K2C STUDENTS OVERALL

- 6% More Likely to Enroll in College

AMONG UNDERREPRESENTED STUDENTS

- 12% Increase in College Enrollment
- 30% Enrollment Gap Closed
- 7% Higher On-Time Graduation Rate

Demographic data from SFUSD were used to analyze impacts for students who are underrepresented in higher education compared to those who are well represented. Underrepresented students are defined in this data as students who identify as Black/African American, Hispanic/Latino, Filipino, Pacific Islander or American Indian/Alaskan Native.

CalKIDS Program
516 followers
1mo · 🌐

Going to college in the fall of 2025? Now you’ve got a little more time to apply for financial aid. The state priority deadline in California was just extended to April 2, 2025. Don’t miss out on grants and scholarships! Complete your Free Application for Federal Student Aid (FAFSA) or the California Dream Act Application (CADAA) today. Find all the information you need at csac.ca.gov/apply

California Student Aid Commission

**EXTENDED!
CA STATE AID DEADLINE**

**02
APRIL**

YOU CAN STILL QUALIFY FOR PRIORITY CONSIDERATION!

Submit your 2025-26 FAFSA or CA Dream Act Application (CADAA)

CSAC.CA.GOV/APPLY

CalKIDS Program
516 followers
1mo · 🌐

Wrapping up an inspiring time at the CALIFORNIA COMMUNITY COLLEGE STUDENT FINANCIAL AID ADMIN ASSOC (CCCSFAAA) Conference! 🎓 CalKIDS was proud to connect with California Community Colleges financial aid leaders, sharing how we’re helping students build a brighter financial future. 📊 #CalKIDS #CCCSFAAA #FinancialAid #CollegeSavings

National Association of Student Financial Aid Administrators (NASFAA)
CA Community College Chancellor’s Office

CalKIDS Program
516 followers
2mo · 🌐

Huge thanks to the schools, organizations, and partners who supported 12th-grade students at Steps to College 2025! CalKIDS was honored to be part of this incredible event, sharing resources and opportunities to help students take their next steps toward higher education. Every conversation, every resource, and every act of support brings us closer to ensuring all students have access to the opportunities they deserve. Thank you to the Consulate General of Mexico in Los Angeles for hosting this impactful event and to all the dedicated partners who continue to uplift students!

CalKIDS Social Media: Q1 X and Threads Samples



CalKIDS Program @CalkidsProgram · 2/24/25

🎉 550K CA children have claimed their CalKIDS Scholarships! Did you know more than 60% of CA public school students have one waiting for them? With no essays, no minimum GPA, and no waiting, this is the quickest and easiest scholarship to claim—check at CalKIDS.org!



550K
scholarships claimed!



CalKIDS Program @CalkidsProgram · 3/11/25

We connected with students at the Asian Pacific Islander Desi American Center at Sac State, helping more students learn about getting a CalKIDS Scholarship. By spreading the word and sharing resources, we're making higher education more accessible! 🙌 @sacstate



CalKIDS Program @CalkidsProgram · 2/5/25

🌟 Huge thanks to the schools, organizations, and partners who supported 12th-grade students at Steps to College 2025! CalKIDS was honored to share resources to help students take their next steps toward higher education. 🙌 Special appreciation to @ConsulMexLan for hosting!



🔄 You reposted

Covered California @CoveredCA · 3/7/25

Dr. Monica Soni unveiled the second phase of @CoveredCA's Quality Transformation Initiative with three Population Health Investments. Covered California will provide grocery support and invest in the @CalkidsProgram for qualifying members. More info:

 Covered California Announces Launch of Population Health Investments in C...
coveredca.com

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CalKIDS Social Media: Q1 Mentions & Shares



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



Marketing Budget

Summary

Budget Category	2025 Budget	Spending through 3/31/2025
CalKIDS	\$1,260,921*	\$772,261
Incentives	\$450,000	\$0
Total	\$1,710,921	\$772,261

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

Details

Category	2025 TOTAL
Spokesperson	\$ 355,000
Agency/Staff - Creative & Project Management	\$ 330,076
Legal Fees	\$ 36,322
Public Website Hosting	\$ 35,104
CEWAS Conference	\$ 14,901
Printed Collateral	\$ 858
TOTAL	\$ 772,261