Schools and school districts across California have an unprecedented opportunity to help students claim their share of $1.9 billion in CalKIDS Scholarships.

Did you know...

- 60%+ of California's public school students are eligible for a CalKIDS Scholarship worth $500 to $1,500?
- Students can check their eligibility in seconds and then quickly claim their scholarship?

While the following tactics are proven to drive CalKIDS Scholarship claims, we do encourage schools and school districts to explore new ways for helping students claim their scholarship accounts.

Access to Statewide Student Identifier (SSID)

A student's SSID is needed to check their eligibility and claim their CalKIDS Scholarship. Making student SSIDs readily accessible is a critical step in making the process easy for students and families. Here are some ways school and school districts have successfully increased access to SSIDs:

- Designate staff members to provide SSIDs at school events, in class, and upon request.
- Make SSIDs available on student and/or parent portals for quick, anytime access.

Designate Time for Students to Check Their CalKIDS Eligibility

Students, families, and staff can check eligibility in seconds using the *SSID Eligibility Tool* on the CalKIDS website. The following are some ways schools and school districts have created opportunities for students and families to check their CalKIDS Scholarship eligibility:

- **Counseling appointments**
- **In the classroom** – This is especially relevant for AVID and college or career preparation classes.
- **When discussing financial aid** – For example when students complete their FAFSA.
- **At Back-to-School/Orientation Events**

Influence Your Influencers

Creating opportunities for principals, counselors, communications officers, teachers, parent coordinators, and relevant staff to learn more about the CalKIDS program is a great way to scale your local efforts. You can request a presentation with a ScholarShare Investment Board (SIB) staff member at CalKIDS.org.

Communication Opportunities

Paid media will be running throughout the year to generate awareness for CalKIDS Scholarships. The following communication tools should be leveraged during this time to maximize the impact of paid media across school districts. These key messages should be delivered in your personal style and tone.

Webinars

Hosting one-hour webinar presentations for students and families to learn about the program, check their eligibility, and claim their scholarship is a great way to drive awareness and participation. Schools and school districts can request a presentation with a ScholarShare Investment Board (SIB) staff member at CalKIDS.org.

Email / Newsletter Template

Subject: Your Student May Be Eligible for a CalKIDS Scholarship worth up to $1,500

As a California public school student, your child may be eligible to receive a CalKIDS Scholarship of $500 to $1,500 for college or career training.

Funded by the State of California, a CalKIDS Scholarship can be used for qualified college and career training expenses such as tuition and fees, books and supplies, and computer equipment.

Checking a student's eligibility and claiming a CalKIDS Scholarship is quick and easy; it only takes a minute. All you need is your child's 10-digit Statewide Student Identifier (SSID), which can be found at [INSERT INFO].

For more information, to check your child's eligibility, and claim their scholarship, visit CalKIDS.org.

SMS Message Template

Your student may be eligible for a CalKIDS Scholarship worth up to $1,500. Visit CalKIDS.org to check their eligibility and claim their scholarship now.

Principal Robocall or Voice Announcement Scripts

Dear parents/students, [your student/you] may be eligible for a CalKIDS Scholarship worth $500 to $1,500. Checking [your student's/your] eligibility takes a few seconds and claiming a scholarship is easy. To find out if [your student is/you're] eligible, all you need is [their/your] 10-digit Statewide Student Identifier (SSID), which can be found (INSERT INFO) and visit CalKIDS.org.

Social Media

In addition to creating original posts on their own social channels, schools and school districts are encouraged to like, share, and repost the content from the CalKIDS social media channels, including Instagram, Facebook, LinkedIn, and X (formerly twitter).

The CalKIDS Scholarship offers eligible students $500 to $1,500 in free money for college and career training! Visit CalKIDS.org to check student eligibility and claim those scholarship funds.

Accompanying images can be found on the CalKIDS Marketing Toolkit.

School Marquee Message or Banner

Schools are encouraged to include the following information on their announcement marquee.

Students, you may be eligible for a CalKIDS Scholarship worth $500 to $1,500. No essays. No minimum GPA. Find out instantly. Visit CalKIDS.org to check your eligibility now.

Additional Resources

The following resources are available to help support the efforts of local schools and school districts.

CalKIDS Marketing Toolkit

A library of assets has been created to support your outbound marketing efforts including fact sheets, flyers, posters, videos, and other promotional materials. The assets in the toolkit can be filtered by audience and resource type. The toolkit also includes a presentation deck that can be used to educate your community and staff.

CalKIDS Eligibility Tool

A student's eligibility can be checked in seconds by entering their SSID into the CalKIDS Eligibility Tool. If a student is eligible, the tool will prompt the user to claim their CalKIDS Scholarship Account, which takes less than a minute.

CalKIDS YouTube Channel

The CalKIDS YouTube channel is a great resource for video content, including program overviews and how-to videos. Most videos are offered in both English and Spanish.

CalKIDS Social Media Channels

We encourage you to leverage the CalKIDS social media channels to amplify both our messages and yours.

- Instagram
- Facebook
- LinkedIn
- X (formerly Twitter)

Contact Us

Have questions? We have answers! CalKIDS staff members are standing by to answer any questions you, your schools, or your families may have.

We know you care about California's students. CalKIDS is a powerful tool for you to help make a difference in their lives.