



# VOTE4KIDS



# What is Vote for Kids?

## **Vote for Kids is:**

- An information **only** campaign
- Designed to engage and empower parents
- Sponsored by the San Mateo County School Board Association

# Why?

In the coming months, there are several ballot measures that have the potential to positively impact education funding in impactful ways

## On the ballot

March 3, 2020:

Type	Title	Subject	Description
BI	Proposition 13	Bonds	Issues \$15 billion in bonds for school and college facilities

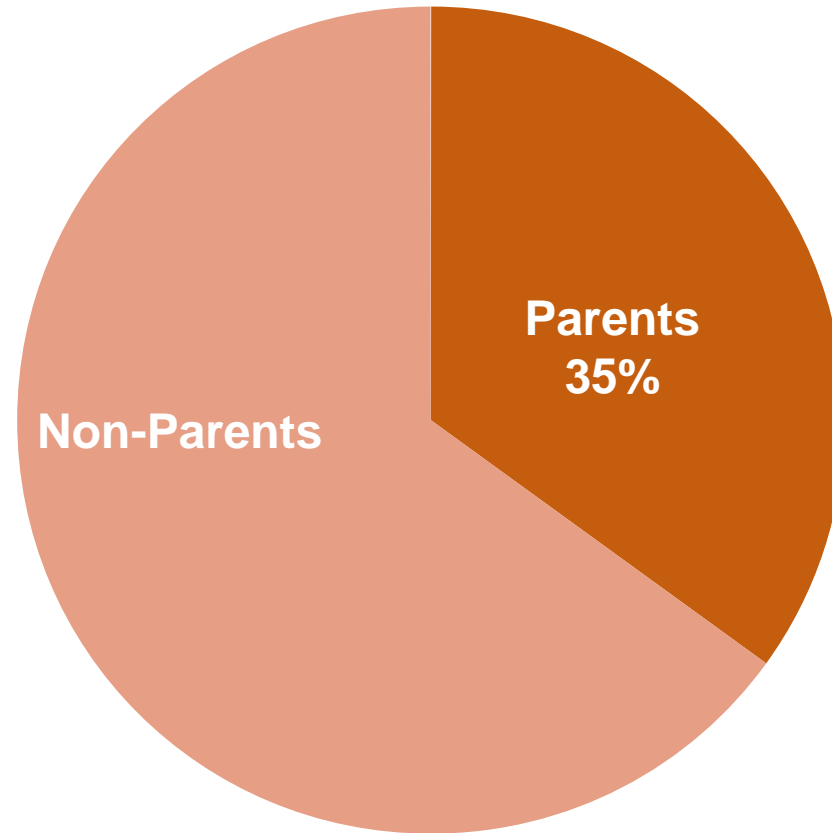
November 3, 2020:

Type	Title	Subject	Description
CISS	Criminal Sentencing, Parole, and DNA Collection Initiative	Law Enforcement	Makes changes to policies related to criminal sentencing charges, prison release, and DNA collection
CICA	Tax on Commercial and Industrial Properties for Education and Local Government Funding Initiative	Taxes	Requires commercial and industrial properties to be taxed based on market value and dedicates revenue
VR	Replace Cash Bail with Risk Assessments Referendum	Trials	Replaces cash bail with risk assessments for suspects awaiting trial

Source: [https://ballotpedia.org/California\\_2020\\_ballot\\_propositions](https://ballotpedia.org/California_2020_ballot_propositions)

# Reality Check: Many Parents are Not Engaged Voters

Who Votes



# Response Plan

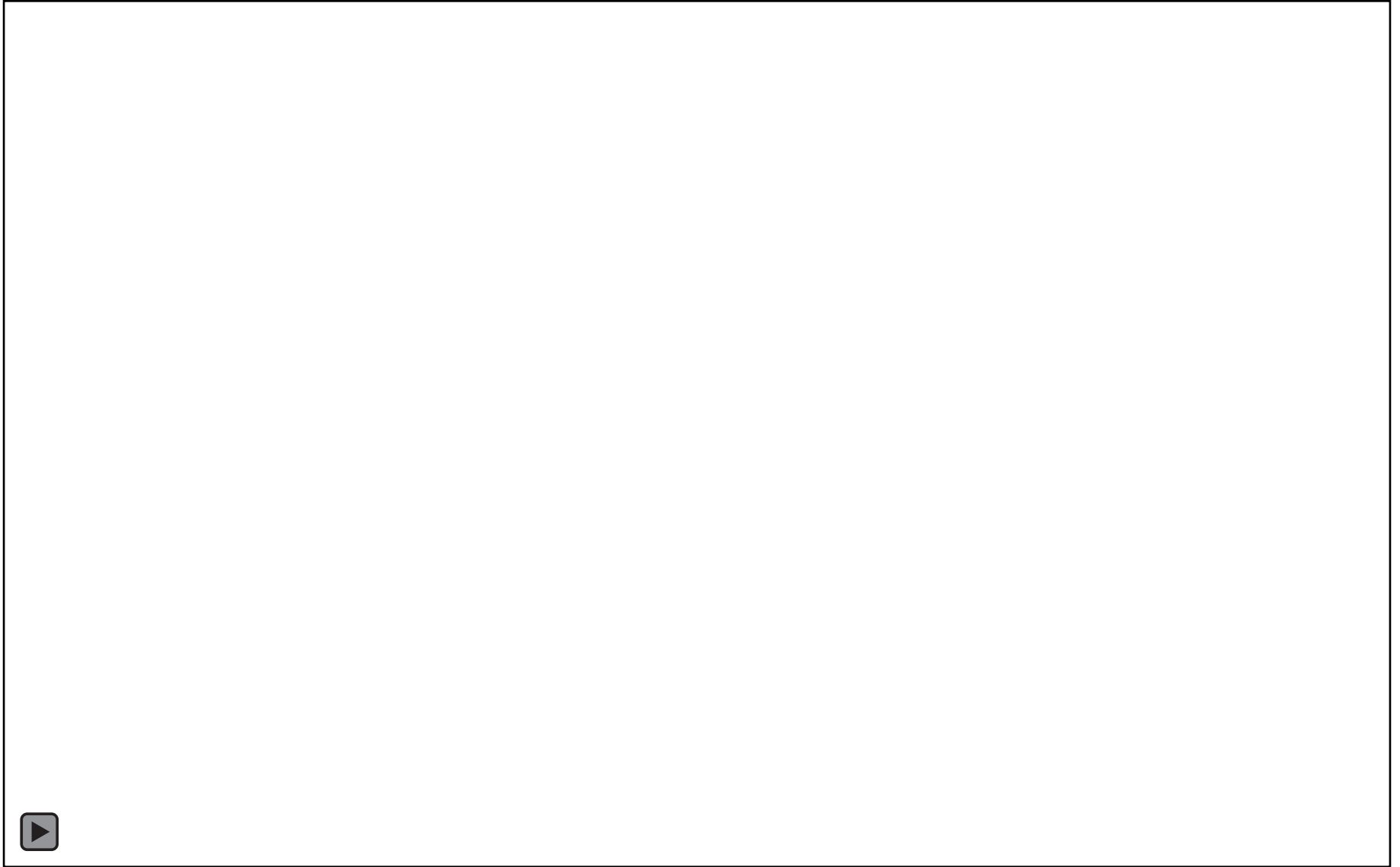
## Engage Parents

### Their Vote Matters

#### Every Time Parents Vote, They:

- Strengthen Education Advocacy
- Impact Youth and Families
  - Local elections greatly impact youth and families
- Hold Elected Officials Accountable
- Have Easier Access to Exercise Your Right to Vote than Ever

# How to Engage Parents?



<https://vimeo.com/366140845>

# Outreach is Essential

**Pledge Website**

**[www.ivoteforkids.com](http://www.ivoteforkids.com)**

**Outreach Video**

**<http://bit.ly/ivoteforkids>**

THANK  
YOU

A watercolor illustration featuring the words "THANK YOU" in a black, serif font. The text is surrounded by various leaves in shades of red, pink, and orange, along with small green berries on thin stems. The overall style is soft and artistic.

[www.ivoteforkids.com](http://www.ivoteforkids.com)