Colleges 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.

Importance of the Statewide Student Identifier (SSID)
Students will need their SSID to check eligibility and claim their scholarship funds. The SSID can be found by contacting their high school.

While the following tactics are proven to drive CalKIDS Scholarship claims, we do encourage colleges to explore new ways of helping students check their eligibility and claim their scholarship accounts.

Influence Your Influencers

Creating opportunities for public information officers, financial aid staff, basic needs 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.

Encourage Students to Check Their CalKIDS Eligibility

Counseling appointments and financial aid visits are a great opportunity for staff to encourage students to check if they have a CalKIDS Scholarship available to them. Students and staff can check eligibility in seconds using the *SSID Eligibility Tool* on the CalKIDS website.

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 college campuses. These messages should be delivered in your personal style and tone.

Email / Newsletter Template

Subject: Money for College – You May be Eligible for a $500+ CalKIDS Scholarship

As a recent California public school student, you may be eligible to receive a CalKIDS Scholarship of $500 to $1,500 for higher education expenses.

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 your eligibility and claiming a CalKIDS Scholarship is quick and easy; it only takes a minute. All you need is your 10-digit Statewide Student Identifier (SSID), which can be found by contacting your high school.

For more information, to check your eligibility, and claim your scholarship, visit CalKIDS.org.

SMS Message Template

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

Social Media

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

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

Accompanying images can be found on the CalKIDS Marketing Toolkit.

Webinars

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

School Marquee Message or Banner

Schools are encouraged to post 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 colleges.

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.

CalKIDS