

## Digital Toolkit Program

CalKIDS is a children's savings account (CSA) program administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS provides up to \$1,500 for college education and career training expenses for each child born in California and eligible low-income public school students!

### Eligibility

There are two eligible groups for this program with unique benefits.

- Up to **\$1,500** for 3.9 Million Eligible Low-Income California Students\*
- Up to **\$175** for Newborns born in California after July 1, 2022

Visit [www.calkids.org](http://www.calkids.org) to check eligibility and claim your account.

*\*Student eligibility is defined by the Local Control Funding Formula.*

### Outreach Recommendations

- 1 **Email** (Template in [English](#) or [Spanish](#))  
Use this email to inform your community about the benefits of a CalKIDS account. Share it through your district communications, newsletters, or legislative website.
- 2 **Social Media** (Post Copy in [English](#) or [Spanish](#))  
Share this ready-made post on your social media networks. It highlights the benefits of a CalKIDS account and guides users through the eligibility and registration process.
- 3 **Newsletter** (Template in [English](#) or [Spanish](#))  
Include this blurb in your legislative newsletter. It briefly informs your community about CalKIDS.
- 4 **Webinar** (Presentation in [English](#))  
Host a webinar to engage your community interactively about CalKIDS. Include a Q&A session to address their questions and concerns.
- 5 **Local Outreach**  
Work with ScholarShare Investment Board staff to amplify outreach efforts among local schools and community organizations in your area.

### Additional Resources

#### Program Flyer

[English](#) | [Spanish](#) | [Traditional Chinese](#) | [Simplified Chinese](#)  
[Vietnamese](#) | [Korean](#) | [Tagalog](#) | [Armenian](#)

#### Social Media

[Instagram](#) | [Facebook](#) | [LinkedIn](#)  
[YouTube](#) | [X](#)

#### Contact

1 (888) 445-2377  
[Contact Us Form](#)

