

KINDERGARTEN TO COLLEGE

2023-2024 K2C OUTREACH TOOLKIT

WWW.K2CSF.ORG

K2C@SFGOV.ORG





San Francisco Kindergarten to College Program

Purpose and Instructions

This document is for staff who are conducting communications and outreach about the Kindergarten to College (K2C) program at the **City & County of San Francisco**, local **community-based organizations**, and SFUSD schools (e.g., school ambassadors) who are willing to partner with and support the Kindergarten to College program. San Francisco's Kindergarten to College program (K2C) is the first universal Child Savings Account program in the country. Founded in 2011 by Mayor Gavin Newsom (now Governor) and Treasurer José Cisneros, K2C automatically opens a savings account seeded with \$50 in public funds for every child entering kindergarten in SF's public schools, putting students on a path to college from their first day of school.

The purpose of this toolkit is to provide community partners, school ambassadors, and anyone interested in supporting K2C with the proper tools to outreach and support students and families by giving them the right information and help needed to save for college. Community partners and School ambassadors play a crucial role promoting K2C as they help raise awareness of K2C in their community and schools, ensuring that parents have the resources and support they need to use their child's K2C account. They are also trusted champions within their fields and can play an important role in getting the message out and truly building a college going culture.

Instructions: Please use the copy and graphics included below to **promote our outreach through your relevant communications channels (newsletters, social media, print flyers, etc...)**. Using graphics is optional, but highly encouraged. Thank you!



San Francisco Kindergarten to College Program

Table of Contents

1. [Communications Terms](#)
2. [Social Media](#)
3. [Promotional Materials](#)
4. [Communications Calendar](#)
5. [Research and Reports](#)
6. [Additional Resources to Maximize College Savings](#)
7. [Goals and Activities](#)



San Francisco Kindergarten to College Program

Communications Terms

Following are commonly used phrases in K2C outreach and communication:

1. Use the terms “K2C” or “Kindergarten to College” only.
 - a. Please do not use the term “Kinder to College”.
2. K2C accounts are automatically opened with a starter deposit of \$50.
 - a. K2C accounts do not require registration to become active. Registering an account is only used to create an online profile. A key benefit is that account holders can view their total balance, including contributions and K2C incentives.
3. K2C is a program of the Office of the Treasurer and Tax Collector in partnership with the San Francisco Unified School District (SFUSD).
 - a. Citibank is only K2C’s banking provider.
4. Incentives are contribution matches and rewards scholarships for engaging with the K2C program. These can change each school year depending on available funding.
5. Deposit Day Events - Requests to schedule and coordinate an event with K2C can be made at k2c@sfgov.org.
 - a. **City Hall Deposit Day** - Students are given an opportunity to visit City Hall on a field trip and make a deposit into their K2C account after receiving a special tour of City Hall.
 - b. **Site Deposit Day** - School or partner staff can host a deposit day event at their site where students can make deposits into their K2C account.
 - i. Schools need to secure a date and a volunteer to take student’s money to a local Citibank branch on the same day the event occurs.
 - ii. Once a date has been mutually agreed upon with K2C, K2C will help make sure the event goes smoothly, including training the school’s staff and the volunteer responsible for depositing funds at the Citibank branch.
 - iii. After funds have been deposited in K2C’s bulk deposit account, K2C will allocate money for each student’s individual deposit into their respective K2C account.
 - c. **Citibank Field Trip** - This gives students and families the opportunity to make a deposit at a local Citibank branch as well as get a special tour of the bank.





September 2023




San Francisco Kindergarten to College Program

Social Media

Following are links to our reels about the K2C program. Optional language is included that can be used verbatim (or with slight tweaks) for posting on your own Facebook account. Please be sure to tag K2C at: K2CSF & K2CLatino and Instagram (Profile name: K2CSF) accounts.

Graphic	Caption Copy	Hashtags
	<p>San Francisco's Kindergarten to College program (K2C) is the first universal Child Savings Account program in the country. Learn more here: www.k2csf.org</p>	<p>#k2cSF #kindergartentocollege #sfusd #collegefund #freecollegefund #sfstudents #cityofSF</p>
	<p>Getting started with your K2C account is simple! Visit www.k2csf.org and click on 'My Account' to learn more!</p>	<p>#k2cSF #kindergartentocollege #sfusd #collegefund #freecollegefund #sfstudents #cityofSF</p>

 <p>EARN FREE MONEY!</p> <p>KINDERGARTEN TO COLLEGE (K2C) SCHOOL YEAR INCENTIVES</p>	<p>Take advantage of this school year's incentives! There are lots of opportunities to increase the amount in your student's K2C college savings account. Start saving now! www.k2csf.org</p> <p>*Equity Incentive Select Schools*</p> <ul style="list-style-type: none"> - Bryant Elementary - George Washington Carver Elementary - Cesar Chavez Elementary - Charles Drew College Preparatory Academy - Bret Harte Elementary - Malcolm X Elementary - John Muir Elementary - Paul Revere Elementary - Sanchez Elementary 	<p>#k2cSF #kindergartentocollege #sfusd #collegefund #freecollegefund #sfstudents #cityofSF</p>
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San Francisco Kindergarten to College Program

Promotional Materials

Below are links to various K2C resources to distribute to students and families such as brochures, forms, letters, etc.

FLYERS:

K2C Info Card: [English](#), [Spanish](#), [Chinese](#), [Tagalog](#), [Arabic](#) and [Vietnamese](#).

K2C Step-by-Step Guides to Register & Link Accounts: [English](#) and [Spanish](#).

How to Make a Deposit: [English](#), [Spanish](#), [Chinese](#), [Tagalog](#), [Arabic](#) and [Vietnamese](#).

Visit our [website](#) for more details.

Incentives Flyers: [English](#), [Spanish](#), [Chinese](#) and [Tagalog](#).

VIDEOS:

Here are links to our [30-second](#) and [full length](#) videos.

Sample text to accompany the videos: A Future Worth Saving For! Savings - even small amounts - can improve the odds that San Francisco students will attend and graduate from college. Low- to moderate-income children with savings set aside for college are up to three times more likely to attend college and four times more likely to graduate from college than those without an account. [Learn more](#) about the research behind K2C.

LOGOS:

Please use ONLY these K2C logos in co-branded communications. Co-branded communications with the K2C logos should be reviewed and approved by K2C before being distributed.






San Francisco Kindergarten to College Program

Promotional Materials

Sample Welcome Letter: This letter is sent to new SFUSD students each semester. Students will receive it either during November (Fall) or February (Spring).



WELCOME



Scan Me

Fall 2022

Elizapeta Smith
Sample St
San Francisco, CA 94102



GREAT NEWS! Parent or Guardian of Elizapeta has started saving for college!

The City and County of San Francisco is proud to partner with the San Francisco Unified School District to automatically open a college savings account with \$50 for every SFUSD student. We believe your San Francisco student has a future worth saving for.

FOLLOW THESE EASY STEPS:

- 1 CONTRIBUTE AND RECEIVE \$20.**
For new accounts like yours, you can earn a \$20 "SAVE NOW" bonus by making a contribution of any amount before June 30th.
- 2 EARN MONEY EACH SCHOOL YEAR!**
K2C matches contributions and awards scholarships to maximize college savings. Visit K2CSF.org for the latest opportunities before time runs out!





Join Us on Social Media:

 @K2CSF  @K2CLatino  @K2csf



K2C program rules are subject to change.
For more information about the K2C program, go to K2CSF.org

CHOOSE HOW TO DEPOSIT

-  **VISIT**
Bring your ID and K2C account information to contribute, including cash, at any San Francisco Citibank branch.
-  **MAIL**
Mail a check, payable to your child's name with their K2C account # in the memo section.
-  **DIRECT DEPOSIT**
Visit K2CSF.org to download a form to fill-in and give to your employer to make automatic deductions from your paycheck.
-  **BILL PAY**
Go to your local bank or credit union's website to set up recurring BillPay or one-time payment.



Account participant: Elizapeta Fastau

Account Number: 33220100000000

Citibank Routing No. 031100209





San Francisco Kindergarten to College Program

Promotional Materials

Sample Activity Letter: Students will receive one letter during November (Fall) and the second letter at the end of the school year around June (Spring).

ACTIVITY REPORT



Scan Me

Fall 2022

Quentin Smith
Sample St
San Francisco, CA 94102

Dear Parent/Guardian of Quentin,

We are sharing your K2C Account Activity Report for Quentin. We encourage you to register your account online so you can see your balance in real time and earn every available K2C Incentive before the school year ends! Your San Francisco student has a **future worth saving for.**

"When I think about K2C, I think about my kids going to college and have the opportunity to learn and see new things."
—K2C Parent, Dorothy

K2C ACTIVITY REPORT	
K2C #3322010000000000	Balance as of 1/1/2023
Family Contributions and Gifts	\$200
Incentives and Scholarships	\$50
Total Saved for [NAME]	\$250

CHOOSE HOW TO DEPOSIT

VISIT
Bring your ID and K2C account information to contribute, including cash, at any San Francisco Citibank branch.

MAIL
Mail a check, payable to your child's name with their K2C account # in the memo section.

DIRECT DEPOSIT
Visit K2CSF.org to download a form to fill-in and give to your employer to make automatic deductions from your paycheck.

BILL PAY
Go to your local bank or credit union's website to set up recurring Bill Pay or one-time payment.



Dr. Matt Wayne
Superintendent
San Francisco Unified School District



José Osneros
Treasurer
City and County San Francisco

Empower your student. Visit K2CSF.org and learn the latest program rules and opportunities.

Join Us on Social Media:

 @K2CSF  @K2CLatino  @K2csf

This Activity Report provides information about deposits made by students, parents, and guardians to the K2C Master Program Account ("Contributors") and potential benefits for completing the K2C Programs ("Incentives"). This is not a bank statement. All incentives are confidential and will not be earned until paid by the K2C Administrator according to the Program Rules. If you think any information is incorrect, contact K2C within 30 days of the date any activity is posted or the information will be deemed correct.

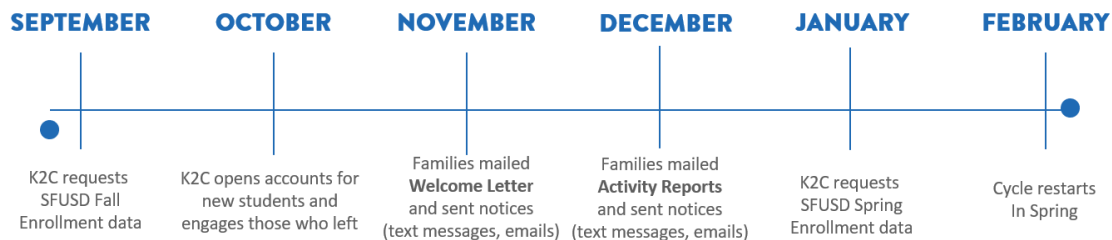


San Francisco Kindergarten to College Program

Communications Calendar

Here is an estimated timeline for mass mailings and events throughout the school and calendar year. Check out K2CSF.org for the latest opportunities to partner, including workshops and contests.

K2C'S SCHOOL YEAR COMMUNICATION



School ambassadors, community partners and SFUSD announcements support students and parent engagement across the district

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9



San Francisco Kindergarten to College Program

Communications Calendar

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January

Spring Semester Begins

March

Art Contest

(Click [here](#) for last year's flier)

May

Graduation Outreach

(Click [here](#) for last year's flier)

July

Summer College Contest
School Year Incentives Announced

September

529 ScholarShare Workshop Series

November

Welcome Letters - Fall

February

Welcome Letters - Spring

April

Graduating Seniors Letters

June

Activity Letters - Spring

August

Fall Semester Begins

October

CalKIDS Workshop Series

December

Activity Letters - Fall



San Francisco Kindergarten to College Program

Research and Reports

Improves Odds of Attending College

Savings — even small amounts — can improve the odds that San Francisco students will attend and graduate from college. Low- to moderate-income* children with savings set aside for college are up to three times more likely to attend college and four times more likely to graduate from college than those without an account.

Cultivates College-Going Identities

Programs like Kindergarten to College (K2C) cultivate college-going identities*. Savings is linked to increases in math scores among youth; better health and education outcomes; and the development of a “future orientation*”.

More Likely to Save as Adults

In adulthood, people are more likely to save if they saved in childhood*, and programs like K2C can connect children* to assets such as retirement accounts, real estate, and other investments. College savings help children avoid student debt*, an important outcome since indebted college graduates accumulate less wealth* than do graduates who never borrowed to finance their degrees.

Following are links to additional research and reports:

[Focus on the Future: Outcomes and Lessons Learned From K2C's "I am the Future" Campaign \(2022\)](#)

[Saving for College During COVID-19 | Office of Financial Empowerment \(sfgov.org\) \(2020\)](#)

[Balances and Beyond: Establishing Equity in College Savings Insights from San Francisco's Kindergarten to College Program Ideas 42 \(2020\)](#)



San Francisco Kindergarten to College Program

Additional Resources to Maximize College Savings

CALKIDS

The State of California recently announced the California Kids Investment and Development Savings Program (CalKIDS). CalKIDS helps children get access to higher education, especially those from traditionally underserved communities. Enrollment in CalKIDS is automatic. Newborns in California can receive up to \$100 while low-income public-school students are eligible for up to \$1,500. A parent cannot deposit money into a CalKIDS account. CalKIDS accounts can be linked to a California ScholarShare 529 account allowing participants to see both balances within the same online portal. Money from CalKIDS must be sent directly to an institution of higher education rather than be disbursed to the student.

Visit CalKIDS.org and their detailed FAQs on topics including eligibility, how to register to view a balance online and claiming money for college.

529 California Scholarshare

A 529 plan is an investment account that allows earnings to grow free from federal income tax when funds are used for qualified educational expenses including books, fees, supplies and tuition at universities, community colleges or trade schools. Historically, wealthier households have been more likely to save in a 529.

Though there are many 529 plans to choose from, if a K2C participant has a California ScholarShare 529 account, the city can wire personal contributions and incentives saved with K2C directly into a ScholarShare 529 account.

There are over 100 child savings account initiatives like K2C around the country. Each one operates a little bit differently. California's CSA coalition developed this resource in [English](#) and [Spanish](#) with helpful financial terms in easy to understand language. This can be a helpful resource when explaining the importance of college savings.

Visit ScholarShare529.com or Scholarshare-Espanol.com to open a 529 account and to get answers to related questions including investment options.



San Francisco Kindergarten to College Program

Goals and Activities

Want to promote college savings, but need ideas on how to champion this in the classroom or community? Potential activities are bulleted below in relationship to K2C's overall goals. Visit K2CSF.org for the latest opportunities and resources related to graduation, CalKIDS, and 529 ScholarShare.

Goal #1 – Increasing K2C savings rates

- Field trips and deposit days to Citibank branches and City Hall or at sites in the community including schools
- One-on-one support or workshops to look up K2C account number
- One-on-one support or workshops that guide participants on how to make a deposit (branch, mail, bill pay, direct deposit)
- Programming that promotes participants savings with K2C and a 529 ScholarShare account

Goal #2 – Drive engagement with K2C and CalKIDS accounts

- One-on-one support or workshops on how to register and view their balance online with K2C and CalKIDS
- One-on-one support, workshops and marketing campaigns prompting graduating seniors to claim their money with K2C online and/or request a disbursement from CalKIDS for college
- Amplify marketing for K2C- and ScholarShare-led workshops, contests and events as well as related opportunities that foster a college going culture and future orientation
- Provide input to K2C on the design and testing of innovative approaches for the program
- Recruit participants for interviews and encourage survey participation for program evaluation
- Identify program success stories and craft testimonials of participants (partners are expected to share a minimum of 4 testimonials at each reporting interval; K2C periodically responds to media inquiries and related opportunities for story-telling)



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Goals and Activities

Want to promote college savings, but want some ideas on how to champion this in the classroom or community? Potential activities are bulleted below in relationship to K2C's overall goals. Visit K2CSF.org for the latest opportunities and resources related to graduation, CalKIDS, and 529 ScholarShare.

Goal #3 – Promote overall awareness and understanding to maximize college savings

- Collaborate with the K2C team to strengthen relationships and design programming that increases engagement with K2C and ScholarShare with schools and staff across SFUSD.
- Create and execute a Public Service Announcement (PSA), digital media or mass marketing strategy.
- Encourage households with 1st graders to submit their free and reduced lunch form to the school district
- Integrating K2C and CalKIDS into workshops or creative in-person or virtual activities related to financial wellness, understanding financial aid, job trainings, accessing supportive services or other programming
- In coordination with K2C, table and present to students and families about K2C and CalKIDS at school orientations, Back to School nights, or other school/community events.

Additional Engagement or Outreach Activities:

- Create and execute a specialized outreach initiative promoting K2C's Equity Incentive alongside CalKIDS.
- Create a specialized outreach initiative for graduating high school seniors promoting K2C disbursement alongside CalKIDS accounts for eligible graduates.
- Design a scholarship incentive for students or create a match incentive for families to increase savings rates.
- Develop and execute a school-based competition to increase saver and engagement rates.