



Planning to Achieve Victories for Kids



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Agenda

- Session overview
- Share previous session learnings
- What we're building
- 2016 campaigns
- State planning session
- Report back
- Close



Share Your Awesomeness

- Elevator pitch
- Plan for getting others involved back home



What We're Building



Supporter Ladder of Engagement

Volunteer Leader
Program

(most active volunteers
with formal job
description)

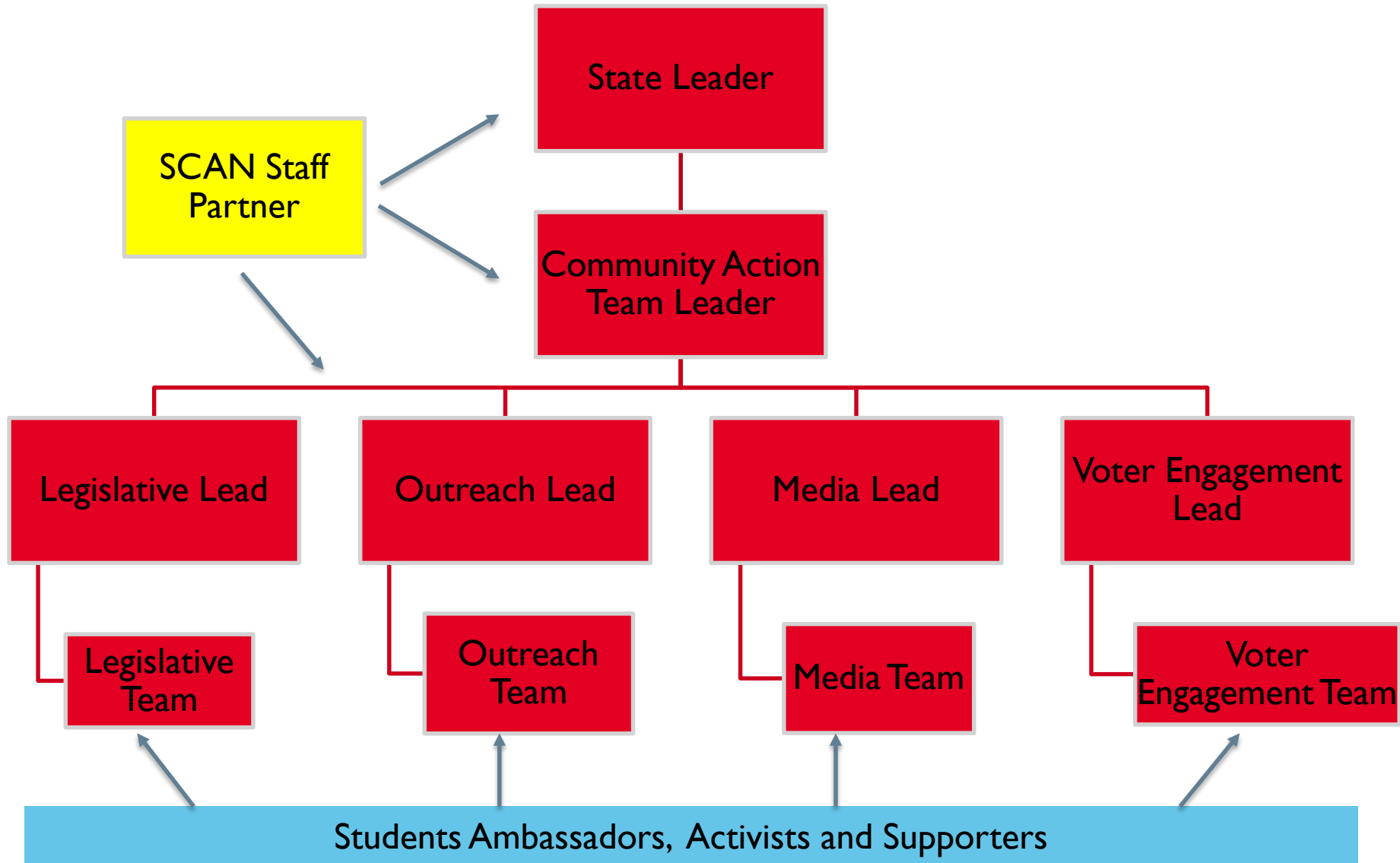
Activist

(Taken 2 or more actions)

Supporters

(Taken at least 1 action)

2.0 Volunteer Leader Program Org Chart



2016 Campaigns



2016 Campaigns at a Glance

The Campaigns

- Maternal, newborn and child survival campaign = increasing funding for global nutrition account
- Early childhood education = recruiting cosponsors for Working Families Relief Act
- Elections: local, state and federal

Campaign Timing

- Nutrition funding campaign
 - Launch May 13
 - Spring and summer months
- Working Families Relief Act
 - Launch in May
 - Spring and summer months
- Elections
 - Labor Day – Election Day (11/8)

Every Last Child – Nutrition Campaign

- Global campaign
- Focused on reaching most deprived children
- U.S. launch (5/13) will focus on nutrition
- **Ask:** Congress increase funding for nutrition account



Working Families Relief Act

- Enhance Dependent Care Assistance Program (DCAP) by:
 - Expanding pre-tax deduction to \$10,500 a year and adjust for inflation;
 - Provide employers with a tax credit;
 - Give employers a \$1,000 tax credit for matching contributions of employees.

Ask: Cosponsor the Working Families Relief Act



Elections: High 5 for Kids

- Elevating early education with candidates
- Federal, state & local
- **Ask:** what is your (the candidate's) plan for expanding early education?



Campaign Assets

- Campaign page on our website with background information
- Petitions/pledges
- Samples (letters to the editor, talking points, etc.)
- Toolkit for debate watch parties in October

State Planning Session

Break into state groups and map out the rest of 2016





State Group Report Backs