

HAVE A HEART FOR KIDS

ADVOCACY TOOLKIT

FEBRUARY 2023



Save the Children.



Save the Children
Action Network™

#HaveAHeart #InvestInKids





HAVE A HEART INVEST IN KIDS TOOLKIT

Dear Save the Children Action Network (SCAN) volunteer,

Advocates like you are the true leaders behind all we do for kids.

If you've been active in our work before, we really appreciate the support — and if you're new, welcome to the team!

Five years ago, SCAN launched the Have a Heart Campaign to address some of the most pressing challenges facing children. As Congress and state legislatures convene, they'll have the opportunity to invest in kids' futures — and they need to hear from YOU.

This Valentine's Day, tell lawmakers to have a heart and fund early childhood education programs so more kids across your state — and the nation — grow up nourished and learning!

IN THIS TOOLKIT, YOU'LL LEARN HOW TO:

1. Secure funding for early learning
2. Create your own advocacy postcards and valentines
3. Deliver your valentines to lawmakers
4. Amplify your message





You are so COOL!
Thanks For Supporting
Our Nutrition at School!
HAVE A HEART!

HAPPY Valentines Day

Your investment in kids is

OWL Always Appreciate

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You are so COOL!
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HAVE A HEART!

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HAVE A HEART!

Your investment in kids is PURRFECT!

You are LLAMAZING!
For Investing IN KIDS!

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For Investing IN KIDS!

OWL Always Appreciate
You Investing in Kids!

Thank you For Being A TON

Thank you For Being A TON

You're the BEARY Best!

SCAN Thank you For your support in our education!

GENESIS Much love goes into every meal from Genesis!

LUCAS Thank you for your support!

ADORA Thank you for your support!

ADORA Thank you for your support!

Thank you For Being A TON

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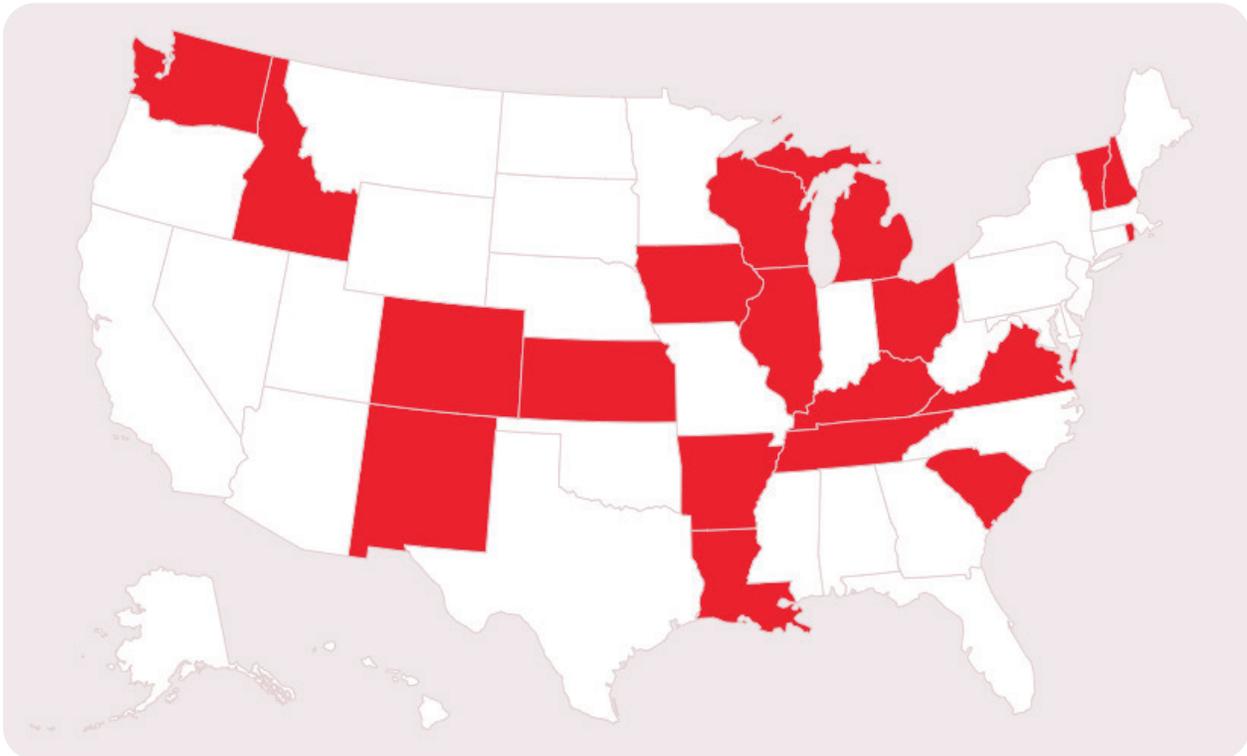
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HAVE A HEART!



ADVOCACY ASK

FEDERAL: Tell lawmakers to fund early childhood education across the nation!

STATE-SPECIFIC: If you live in a SCAN state, connect with your staff contact below to make change close to home.



WASHINGTON

Christina Ko
cko@savechildren.org

IDAHO

Lacey Daniell-Miller
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COLORADO

Annalise Romoser
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NEW MEXICO

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NEW HAMPSHIRE

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VIRGINIA

Austin Walker
awalker@savechildren.org

SOUTH CAROLINA

Hafeezah Yates
hyates@savechildren.org

ALL OTHER STATE SUPPORT

Griffen Saul
gsaul@savechildren.org



THE BASICS ON **EARLY EDUCATION**

IN AMERICA, CHILD CARE IS UNAFFORDABLE AND INACCESSIBLE.

- Annual costs are rising faster than inflation. In 2021, the average was \$10,600 per child – more than in-state tuition in most states!
- 50% of families live in “child care deserts,” communities where there aren’t enough open seats to meet the need.

1 IN 5 AMERICANS CITES CHILD CARE AS A BARRIER TO THEIR WELL-BEING.

- Without child care, some parents are forced to stay home, leading to unemployment.
- Affordable, accessible child care increases women’s participation in the workforce.

EARLY EDUCATION PREPARES KIDS FOR A LIFETIME OF LEARNING.

- High-quality care can be a ladder out of poverty, improving children’s health and growth.
- According to James Heckman, a Nobel Prize-winning economist, investing in early learning yields a 13% annual return through better academic, economic, health and social outcomes.

KIDS YOU.

Early education prepares children for a lifetime of learning. But so many kids – especially ones from lower-income families – never get that opportunity.

As a child care worker, I’ve seen firsthand how rising costs lock children out of early learning. After missing out on support during their most crucial window of development, some are up to 18 months behind their friends by the time they start kindergarten.

As an advocate, though, I’ve also seen the incredible impact grassroots advocacy can make.

Change starts with voices like yours telling lawmakers to invest in kids’ futures. Never underestimate the power of your support – fighting for affordable, accessible child care today helps generations of children get an equitable start in life.



**From the bottom of MY heart,
thank YOU for having a heart for kids!**

Alyssa Dituro, M. ED. IMH-E® Infant Family
Associate Executive Director, McNeilly
Center for Children Nashville, Tennessee



GET CREATIVE FOR KIDS

Create your valentines with a student club, community action team, family and friends or on your own – either way, you’re making a big impact.

TO USE OURS

Reach out to your SCAN state representative to receive our pre-printed postcards!

Decorate the front with markers and stickers, then leave a note for your lawmaker on the back – check out our sample message on the next page.

TO MAKE YOUR OWN

Have a few extra minutes to make a difference?

Nothing says **“have a heart”** like some homemade valentines. Grab some markers, scissors, stickers and craft paper to make your own!

DON'T FORGET TO INCLUDE A MESSAGE LIKE:

- Have a heart. Invest in kids!
- Don't break my heart – invest in kids!
- Show kids you care this Valentine's Day.
- Roses are red, violets are blue. Invest in kids, and voters will love you!





WRITE YOUR MESSAGE

[Click here](#) to see who your members of Congress are, then make three valentines: two for your senators and one for your representative.

SAMPLE MESSAGE TO CONGRESS

Dear [Lawmaker name],

Early education prepares children for a lifetime of learning – but so many don't get that opportunity.

Every child deserves a bright future. Have a heart and invest in kids by funding early childhood education in the Fiscal Year 2024 Appropriations Bill!

*Sincerely,
[Your name and address]*

**If you're focusing on state lawmakers, contact your SCAN staff member about which programs to highlight.*



SEND YOUR VALENTINE

You can mail your valentines or deliver them in person – but don't forget to take a picture first!

We'll feature your photos on social media and share them with lawmakers' offices to amplify your advocacy even more.

TO MAIL VALENTINES

1. Check to see [who your lawmakers are](#)
2. Visit their websites to find addresses to their District/State or Washington, D.C. offices
3. Place a stamp on your postcards and stick them in the mail!
4. Send homemade valentines in a large envelope – be sure to include enough postage



TO DELIVER VALENTINES

1. Reach out to your SCAN staff to coordinate – remember, safety comes first!
2. Call lawmakers' offices in advance to determine delivery protocols
3. Wear your SCAN t-shirt on delivery day
4. Be polite to staff and let them know why you're there: to help more children access high-quality early learning
5. Take photos where your t-shirt and valentines are visible
6. Post your favorites on social media using [**#InvestInKids**](#). Don't forget to tag your lawmakers!



The City Action

Dear [Name],
I hope you are
doing well.
I am writing to
tell you that
I am still
thinking about
you.

Send Love Always
1111 South Street
Washington, DC 20001



Dear So. Gaily,
Please write and share
all your news in
the old, white notebook
I've sent you. No price
tag, but it's
so nice.
Love,
[Name]

Sticker





AMPLIFY YOUR **ADVOCACY**

Your advocacy is inspiring. Share on social media with **#InvestInKids** to spread the message — and tag us, too!

VALENTINE'S DAY POLL

Post photos of your favorite valentines to enter a friendly Instagram poll. Voters will choose the ones that stand out — then, the winner will be featured in a special highlight post across our social media pages!

CAPTURING QUALITY CONTENT

- Take more than one shot. Capture photos vertically and horizontally. Try wide shots, medium shots, close-ups and selfies!
- Get it on video. Make sure the audio is loud and clear.
- Take screenshots. When meeting with lawmakers or advocates online (via Zoom, Skype, FaceTime, etc.) take a staged screenshot. Strike a pose and have fun with it!
- Represent SCAN. Make sure there's SCAN branding in every shot.
- Watch the background. Shoot without distractions — like a TV screen or offensive posters — behind your subject. When recording videos, find a quiet spot and avoid making noises behind the camera.
- Be stable. Even if you think you have steady hands, tiny movements are noticeable! Try propping your camera against a wall, shelf or desk.
- Stay in focus. To avoid blurry content, make sure your camera lens is clean and focused on the subject.
- Find the right lighting. Indoors, look for a spot without fluorescent lighting where your subject's face isn't in shadow. Outdoors, avoid the sun shining directly in their eyes or the camera.

We know you're often shooting in loud, chaotic environments with less than professional equipment, so these rules may be hard to follow — but we appreciate the effort.

[Check out our Social Media Toolkit for more tips!](#)

