

MEMO

To: Interested Parties
From: Mark Shriver, President, Save the Children Action Network
Date: February 2, 2016

In existence for less than two years, Save the Children Action Network (SCAN), the political advocacy arm of Save the Children, has already injected children's issues into the 2016 presidential race. And nowhere is there a better example of that than in Iowa.

As the first-in-the-nation presidential caucus state, Iowa offered a prime opportunity for SCAN to promote high-quality early childhood education through visibility, education, grassroots mobilization and direct contact with all of the presidential campaigns. Thanks to SCAN's work, early learning was highlighted during the caucus campaign.

Here's how we did it.

We made early education visible.

SCAN started our [High 5 for Kids](#) campaign in August by launching [television advertisements](#)—each featuring a Republican, a Democrat and an Independent—that aired for the entire month and reached millions of Iowans across the state. SCAN complemented this broadcast, cable and digital advertising by purchasing highly visible billboard space in the Des Moines airport, featuring the same Iowans from the TV ads saying they planned to prioritize early education in their choice for president. Our organization also ran a full-page advertisement, with the same messaging, in [The Des Moines Register](#).



We educated voters about the importance of early childhood education.

We built on the ad campaign with direct mail targeting 71,000 registered voters in five counties: Woodbury, Linn, Polk, Dallas and Story. Using tailored messaging and key statistics, SCAN made the case that early childhood education is critical to Iowa's future.

Our paid canvass operation ran in Linn, Polk, Dallas and Story counties, where we knocked on a total of 7,848 doors to speak with voters about early learning. Of the people we spoke to during our canvassing, 72 percent indicated that they supported expanding early childhood education. As we talked with people at their homes, we also identified new activists who wanted to get involved in our campaign.

We mobilized our activists.

During the campaign, we collected 1,439 pledges from Iowans – Republicans, Democrats and Independents – who committed to caucus for a presidential candidate who prioritizes early learning. These pledges were delivered to both Democratic and Republican candidates and their campaigns.

We also trained activists to ask candidates questions at their campaign events about how they would expand early education. In all, more than 100 volunteers [attended 43 candidate events](#) for 15 of the candidates, including top tier candidates like Ted Cruz, Hillary Clinton, Bernie Sanders, Donald Trump and Marco Rubio.

On caucus night, dozens of supporters, alongside our mascot, Palmer, were visible at 34 precinct locations. Our activists were able to pass 25 resolutions in both Republican and Democratic caucuses in support of expanding early learning.

Additionally, we were able to engage influential members of the media around the state, including *The Des Moines Register*, WHO-TV, WHO Radio, KWWL-TV and KHOI-FM, through op-eds, letters to the editor and broadcast interviews with staff and volunteers.

NEXT STEPS

Save the Children Action Network is not afraid to be bold when it comes to investing in kids. The caucus results demonstrate that our work is critical and continues to make an impact. In Iowa, we will continue to work with state officials and partners to ensure the introduction of legislation that would help expand access to early learning programs in the state.

In New Hampshire, South Carolina and other states, we will continue to engage our activists to raise the profile of critical kid's issues at the local, state and federal levels, including the presidential candidates.

Thank you for your continued support.

At [Save the Children Action Network](#), we are the voice for kids. We believe that every child deserves the best start in life. That's why we're building bipartisan will and voter support to make sure every child in the U.S. has access to high-quality early learning and why we're working to end preventable deaths for moms and kids around the world. By investing in kids and holding leaders accountable, we are helping kids from birth to age 5 survive and thrive.

