



HOT OFF THE PRESS: How To Run a Children's Fund Campaign

**JOIN THE MOVEMENT TO PRIORITIZE KIDS
IN YOUR LOCAL BUDGETS.**

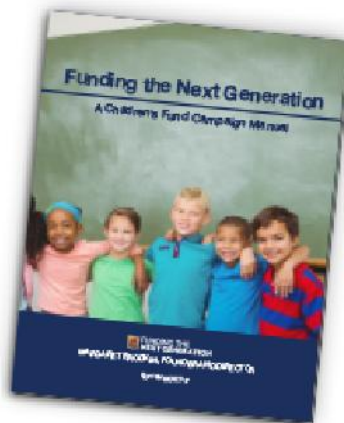
Dear Margaret,

Funding the Next Generation just completed the First-Ever book about how to run a Children's Fund campaign. Produced in collaboration with our wonderful partner, **50+1 Strategies**, it will prepare you for the challenges you will face when you are ready to mount an electoral campaign. The book allows you to start now to understand the scope of a campaign, as you are working to lay the groundwork for one.

The book includes everything from day-to-day operations, to details about compliance with all laws and regulations, to overall strategy. There are case examples, templates, timelines and tips.

Topics include:

- *Deciding which election
- *Creating your Steering Committee
- *Selecting your campaign consultant
- *Fundraising
- *Endorsements
- *Calculating your win number
- *Digital communication
- *Direct voter contact
- *Volunteer recruitment
- *Staffing and responsibilities



[Free download - click here](#)

For hard copy (\$25), e-mail
margaret@fundingthenextgeneration.org

"BEST LEARNING COMMUNITY EVER"

Everything you think you know about talking about
kids needs - you don't

CA SUPREME COURT DECISION COULD MAKE PASSING TAXES MUCH EASIER

Declaring that voter initiatives are one of the "most precious rights of our democratic process," California's highest court issued a decision in late August that could be a game changer for passing taxes. The court's decision suggests that different rules should apply when citizens, not elected officials, put a tax on the ballot - and in that case, the tax measure would NOT require a 2/3 vote - but rather a plurality of the vote.

Said Senator Scott Weiner of San Francisco, "It's hard to overstate how important this ruling is."

While many are celebrating, it should be noted that election attorneys are still debating the full implications of the decision since the court case was actually on a related matter.

They expect a clarification to be issued soon. We at Funding the Next Generation are keeping close tabs on this situation and the various interpretations that are emerging. We will keep you posted through this newsletter. Meanwhile, you can read the opinion yourself right here.

NOTE: If you want to take advantage of this window of opportunity (likely to be the two 2018 elections before taxpayer associations attempt to undo the opinion through a constitutional amendment), it is

Members of *Funding the Next Generation's Learning Community* were blown away by our workshop with **Anat Shenker-Osorio**. Everyone laughed hard - making fun of all of the things we do to communicate our issues that Anat thinks are "stupid." (She does not mince words.)



We focus on problems - endlessly. Says Anat, "No one wants a ticket to the Titanic. No one wants to join the losing team."

Instead talk about solutions and aspirations. Offer a chance to create something good, rather than just eliminate harms. Martin Luther King said "I have a dream." He didn't say "I want to lodge a complaint."

We aim to be bland - to appeal to everyone.

Anat's thesis: 15% of people will always hate us. Our job is to "engage the base to persuade the middle - and alienate the opposition." If every body likes everything you say, you are not advancing anything. Part of our job is to define the opposition as outliers.

We talk too much about money. Our constraint refrain is "return on investments" rather than the concrete benefits of that investment. It's also important to stop talking about the future as the only benefit of helping kids, but rather the ongoing joy of watching children and youth fulfill their dreams.

We overuse the passive voice and fail to recognize the agent that caused the problems we identify. We say: Poverty is increasing, resources are being cut, housing is inadequate. But problems don't just appear - they are caused by someone - for instance, by choices made by politicians, mayors, and legislators. Says Anat "you didn't lose your house; someone took it from you."

We hedge all the time about what we do - often because so many of us are women. When talking about our work, we use phrases like "We aim to ensure that. youth services are increased," rather than "We increase youth services."

Some tips - Words mean things.

Find the right metaphor: Crime as a virus, a public health issue (plaguing our streets) leads to a proactive preventive approach. Crime as the enemy (Fight crime) conjures up the need for a punitive approach.

not too soon to start planning for a signature drive. If you want help, contact us.

UPDATES FROM THE FIELD

Campaigns for marijuana tax revenue full steam ahead

Cities and counties throughout the state are developing marijuana tax policies - from Santa Cruz to San Diego. It is imperative that children and youth activists get in on the action. There are several paths you can take:

*If there is already a tax on the books, advocate to have a portion go to prevention programs for kids.

*If local policymakers resist the idea of a significant portion for kids, consider a measure for the ballot by signatures to require that.

*If there is a tax that is being planned for the ballot, advocate that funding for kids be included in ballot measure.

*If there are no plans for a tax, consider a voter initiative that would create a tax that would go to kids.

You can advocate that resources go first to families that have been most negatively impacted by the war or drugs.

More information on this subject can be found on our website - 2/3 down the "resources" page: [click here](#).

Here is an overview of the issue written by SFSU graduate students. [click here](#)

Step #1 - Consult your local officials about the status of marijuana planning in your community.

Afterschool field ramps up its advocacy

Connect to people's emotional ties to children.

We watched advertisements for diapers - the containers of baby poop - pictures of families playing and babies laughing - adorable, adorable. Not one picture of the real thing. Just pictures of the result - happy babies.

Dont "Meet people where they are - Find out where people are capable of going.

Anat just published a short booklet called "Messaging This Moment." She starts with her thesis, **"A great message doesn't say what's already popular: a great message makes popular what needs to be said."** The booklet is accessible online. [Click here.](#)

We really enjoyed a short video Anat showed on a successful library campaign. It made the point that we have to get beyond our rigid ideas about communication and learn to be more creative. [Check this out:](#)

BROOKINGS IS SINGING OUR SONG.



The prestigious **Brookings Institution** recently released a paper, "Investing in the Next Generation: A Bottom-up Approach to Creating Better Outcomes for Children and Youth." We are proud of the role we played in helping guide this important publication, which promotes the idea of local Children's Funds and cites our work prominently throughout.

From the report:

"The foundational, truly game changing component of any effort to create better outcomes for the next generation is devoting more local funding for child and youth services. The vast majority of communities simply don't provide enough public resources to fund programs for youth at a scale that meets demand."

[You can link to the report here.](#)

Sincerely,

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On September 16, the California School Age Consortium (CalSAC) held a retreat for its most activist members around the state. Get ready for a more energized, knowledgeable and skillful afterschool force. They came from as far as Fresno, LA, Ukiah, and Torrance. Above are some of the folks from the Funding the Next Generation workshop on local budget policies and strategies. Hook up with your local afterschool advocates to join you coalition - they are live wires. [Connect through CalSAC.](#) [Aleah Rosario.](#)



What youth are saying:
COUNSELORS NOT
COPS.
SCHOOLS NOT
JAILS.

[Link here to create your own "schools not prisons" meme](#)

Funding the Next Generation is a project of SF State University, School of Public Affairs and Civic Engagement

Partner organizations include Children Now; California Childcare Resource and Referral Network; Center for Juvenile and Criminal Justice; 50+1 Strategies; FM3



E-mail to arrange a speaking engagement or a consultation about the potential of your city or county to create dedicated funding for children, youth and their families.

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Research; Partnership for Children and Youth; Partners in Prevention; Prevent Child Abuse California; Social Change Partners; The Forum for Youth Investment; First 5 Association of California; Youth Forward; Youth Leadership Institute; The Children's Partnership.

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