

## 2020 Children's Funding Institute Agenda

TUESDAY, DECEMBER 8

<p><b>1:00 - 2:00 PM ET</b> 10:00 - 11:00 AM PT</p>	<p><b>Opening Keynote - Now is the Time</b> <i>Amidst an ongoing pandemic, national reckoning on racial justice, and even climate disasters, many ballot measure campaigns for children's funding found success across the country this November. As we approach 2021, join panelists from Measure J Los Angeles County, Preschool for All Multnomah County and Escambia Children's Trust to hear about navigating these unique waters, and for a discussion about the core messages of the children's funding movement.</i></p> <p><i>*Presentation of the 2020 Children's Funding Champion Award*</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Elizabeth Gaines, Children's Funding Project</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Isaac Bryan, UCLA Black Policy Project</li> <li>Jessica Vega Pederson, Multnomah County Commissioner</li> <li>Kimberly Krupa, Achieve Escambia</li> </ul>
<p><b>2:00 - 2:30 PM ET</b> 11:00 - 11:30 AM PT</p>	<p><b>Team Orientation</b> <i>A brief session to:</i></p> <ul style="list-style-type: none"> <li><i>Orient teams to the format of the Institute</i></li> <li><i>Introduce tools to guide participation in the sessions</i></li> <li><i>Open sign-up for Office Hours</i></li> <li><i>Breakout to short team discussions</i></li> </ul>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Olivia Allen, Children's Funding Project</li> </ul>
<p><b>3:00 - 4:00 PM ET</b> 12:00 - 1:00 PM PT</p>	<p><b>Building a Coalition with New Partners</b> <i>A crucial element of campaign success in 2020 was the inclusion of and partnership with a wide range of allies. Hear from a panel of campaign leaders about their coalition-building work with unions,</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Olivia Allen, Children's Funding Project</li> </ul> <p><b>Panelists: TBA</b></p>

	<p><i>hospitals, parents, business leaders, civic leaders, politicians, law enforcement, advocacy groups, and more.</i></p>	
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**WEDNESDAY, DECEMBER 9**

<p><b>1:00 - 2:00 PM ET</b> 10:00 - 11:00 AM PT</p>	<p><b>Meeting the Moment: Tools and Strategies</b> <i>Campaign organizers and communications teams have had to get creative in the November 2020 election cycle as a pandemic, fires, hurricanes, and police violence caused massive disruption and led to a moment of national reckoning. What tools and strategies did these teams use to adapt? Which of these should we carry forward with us into the future?</i></p>	<p><b>Presenter:</b></p> <ul style="list-style-type: none"> <li>Nicole Derse, 50+1 Strategies</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Salim Zymet, 50+1 Strategies</li> <li>Seth Borgos, Community Change</li> </ul>
<p><b>2:00 - 3:00 PM ET</b> 11:00 AM - 12:00 PM PT</p>	<p><b>Office Hours</b> <i>Over the course of the Institute there will be two opportunities for “office hours” with panelists and additional expert faculty. These office hours will be small group discussions where you can plan to ask questions specific to your team and community.</i></p> <p><i>A link to sign up for office hours will be made available here beginning December 8.</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Shane Linden, Children’s Funding Project</li> </ul>
	<p><b>Concurrent Special Session: Youth Leadership Helps Win Budget Fights &amp; Elections</b> <i>Participants will learn how youth organizing, leadership development and coalition building can provide the foundation for a youth-centered campaign for children and youth funds. This session will focus on the role</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Jamileh Ebrahimi, Director of Programs &amp; Organizing, RYSE Center, Richmond, California</li> </ul> <p><b>Panelists:</b></p>

	<p><i>that young people have played in electoral organizing, building power and the movement for social justice.</i></p>	<ul style="list-style-type: none"> <li>• Jesus Sanchez, Founder/Director, Gente Organizada, Pomona California</li> <li>• Monica Ruelas Mares, Community Organizer, Youth Forward, Sacramento, California</li> </ul>
<p><b>3:00 - 4:00 PM ET</b> 12:00 - 1:00 PM PT</p>	<p><b>Let's Get Technical (Choose your own adventure/World cafe)</b> <i>Participants will be able to choose one of the following three concurrent sessions to attend:</i></p>	
<p><b>Option 1: Crafting a Ballot Measure</b> <i>Hear from event co-host and 2019 Children's Funding Champion Margaret Brodtkin about the steps and strategies for crafting your ballot measure language, a process that balances stakeholder engagement with legal and technical requirements.</i></p>		<p><b>Session leaders:</b></p> <ul style="list-style-type: none"> <li>• Margaret Brodtkin, Funding the Next Generation</li> <li>• Jamileh Ebrahimi, RYSE Center</li> </ul>
<p><b>Option 2: Campaign Budgeting</b> <i>Todd Patterson of Public Progress will share key decision points for setting and adjusting campaign budgets and will share a campaign budgeting template. Then, Todd and Hamilton Simons-Jones will walk through iterations of a real campaign budget to illustrate the process of adjusting spending and fundraising plans</i></p>		<p><b>Session leaders:</b></p> <ul style="list-style-type: none"> <li>• Todd Patterson, Public Progress</li> <li>• Hamilton Simons-Jones, ResourceFull Consulting</li> </ul>
<p><b>Option 3: Selecting a Revenue Mechanism</b> <i>When it comes to identifying revenue mechanisms, knowledge is power! Learn how to effectively and efficiently consult local municipal budget experts or lawyers to understand your options, and walk through 9 guiding questions for selecting the best revenue mechanism for your community.</i></p>		<p><b>Session leaders:</b></p> <ul style="list-style-type: none"> <li>• Olivia Allen, Children's Funding Project</li> </ul>

THURSDAY, DECEMBER 10

<p><b>1:00 - 2:00 PM ET</b> 10:00 - 11:00 AM PT</p>	<p><b>Polling and the Current State of Public Opinion</b> <i>We'll begin this panel with presentations on the role that polling played in this year's elections and its role moving forward, as well as on the current state of public opinion on taxes, law enforcement, and government trust. Then a panel will discuss how polling should be used in children's fund campaigns to inform messaging and target voter outreach. Panelists Anamaria Suescun-Fast and Ron Ellington will share how polling informed decision-making in their successful campaigns for reauthorization of the San Antonio Pre-K 4 SA levy and for establishment of the Escambia Children's Services Council, respectively.</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Todd Patterson, Public Progress</li> </ul> <p><b>Presenter:</b></p> <ul style="list-style-type: none"> <li>• Dave Metz, FM3 Research</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Anamaria Suescun-Fast, The DeBerry Group</li> <li>• Ron Ellington, Escambia Children's Trust</li> </ul>
<p><b>2:00 - 3:00 PM ET</b> 11:00 AM - 12:00 PM PT</p>	<p><b>Office Hours</b> <i>Over the course of the Institute there will be two opportunities for "office hours" with panelists and additional expert faculty. These office hours will be small group discussions where you can plan to ask questions specific to your team and community.</i></p> <p><i>A link to sign up for office hours will be made available here beginning December 8.</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Shane Linden, Children's Funding Project</li> </ul>
<p><b>3:00 - 4:00 PM ET</b> 12:00 - 1:00 PM PT</p>	<p><b>Never Give Up! Tales of Perseverance</b> <i>We will close the Institute with a session on success stories from communities that have refused to give up on securing sustained funding for children and youth, despite obstacles. Our panelists will share stories of perseverance, pivoting, and playing the long game! We hope you'll leave this session inspired by the knowledge that</i></p>	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Margaret Brodtkin, Funding the Next Generation</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Jim Keddy, Youth Forward</li> <li>• Lian Cheun, Khmer Girls in Action</li> <li>• Trevor Storrs, Alaska Children's Trust</li> </ul>

*while you may encounter roadblocks and delays, the road doesn't end until we achieve our children's funding goals.*

- Additional panelist TBA