FEDERAL SCHOLARSHIP TAX CREDIT PROGRAM

Education That Works for Every Student

Scholarships for All Californians

Up to $6.2 billion in potential annual educational resources for California students and families.

That's what's at stake if Governor Newsom opts California into the Federal Scholarship Tax Credit Program.

Scholarships for All CA is a statewide advocacy campaign designed to elevate California families' voices, build public support, and urge Governor Newsom to act before the window closes.A statewide advocacy and coalition-building campaign to build public support and urge Governor Newsom to opt California into the historic Federal Scholarship Tax Credit program, ensuring students in all California schools can benefit.

60-DAY CAMPAIGN | STATEWIDE COALITION BUILDING | A CALL TO ACTION

SCHOLARSHIPS FOR ALL CA

Education that works for every student

www.scholarshipsforallca.com

THE CHALLENGE

$6.2 Billion Annually. One Closing Window to Act.

What's Happening

Governor Newsom has less than 60 days to make a decision that could impact California families for years to come.

The Federal Scholarship Tax Credit Program could unlock up to **$6.2 billion annually** in educational resources for California students and families. But California's participation requires Governor Newsom to opt in.

With his time in office nearing its end, the window to secure his support is rapidly closing.

Why It Matters

California families are struggling with rising costs, yet the Federal Scholarship Tax Credit is increasingly being framed through a political lens rather than as an opportunity to make education more affordable.

Without a strong, visible counter-narrative, critics risk defining the program before California families understand how they stand to benefit.

The stakes are too high to let politics overshadow billions in potential educational support for California students.

The Opportunity

Make California families' voices impossible to ignore.

Elevate the voices of Black and Latino families, public school parents, families of children with special needs, after-school program advocates, and other Californians who stand to benefit—building broad-based public support and making a compelling case for Governor Newsom to opt in before leaving office.

TRACK RECORD

A Proven Playbook — We've Done This Before — New York Said YES.

Teach Coalition has successfully led statewide education campaigns before. When we led the **Scholarships for All NY** campaign, we built a replicable model for changing the public conversation around the Federal Scholarship Tax Credit Program — **and it worked.** Through coalition building, strategic media engagement, and grassroots mobilization, we helped secure Governor Hochul's historic decision to opt New York into the program. **Now, we're bringing that proven playbook to California.**

Built a Powerful Statewide Coalition

United **organizations** across New York, bringing together faith leaders, educators, community organizations, and advocates behind one unified message.

Educated the Public, Reaching Millions of New Yorkers

Delivered clear, fact-based information that cut through confusion and reached New Yorkers across demographics.

Activated Supporters

Mobilized grassroots voices who brought authentic, community-level credibility to the campaign.

Helped Advance Meaningful Policy

Contributed to a policy environment in which lawmakers felt the weight of informed public support — and acted on it.

This campaign applies the same proven model to California's next major education opportunity.

SCHOLARSHIPS FOR ALL CA

Californians Want Their State to Say YES.

A majority of California voters support Governor Newsom opting into the Federal Scholarship Tax Credit Program — with especially strong support among Black and Latino voters.

59%

California voters

76%

Black voters

68%

Latino voters

66%

Parents

The opportunity: The public support is already there. Our opportunity is to turn it into action, and help secure California's participation in a program with up to $6.2 billion in potential annual educational resources.

*Source: **Education Reform Now (ERN) poll of California voters**, released November 17, 2025.*

OUR VISION

Scholarships for All Californians

Education that works for every student.



This campaign is built around one simple, unifying idea. We will not let this program be defined by labels, partisan framing, or institutional debate. Instead, we will anchor every message in the students and families this program is designed to serve — making the case in relatable terms that resonate across communities, zip codes, and political affiliations.

Define Who It Helps

Students and families — not policy abstractions — will be the face of this campaign.

Lead with Clarity

Cut through noise with a consistent, fact-based message delivered across every channel.

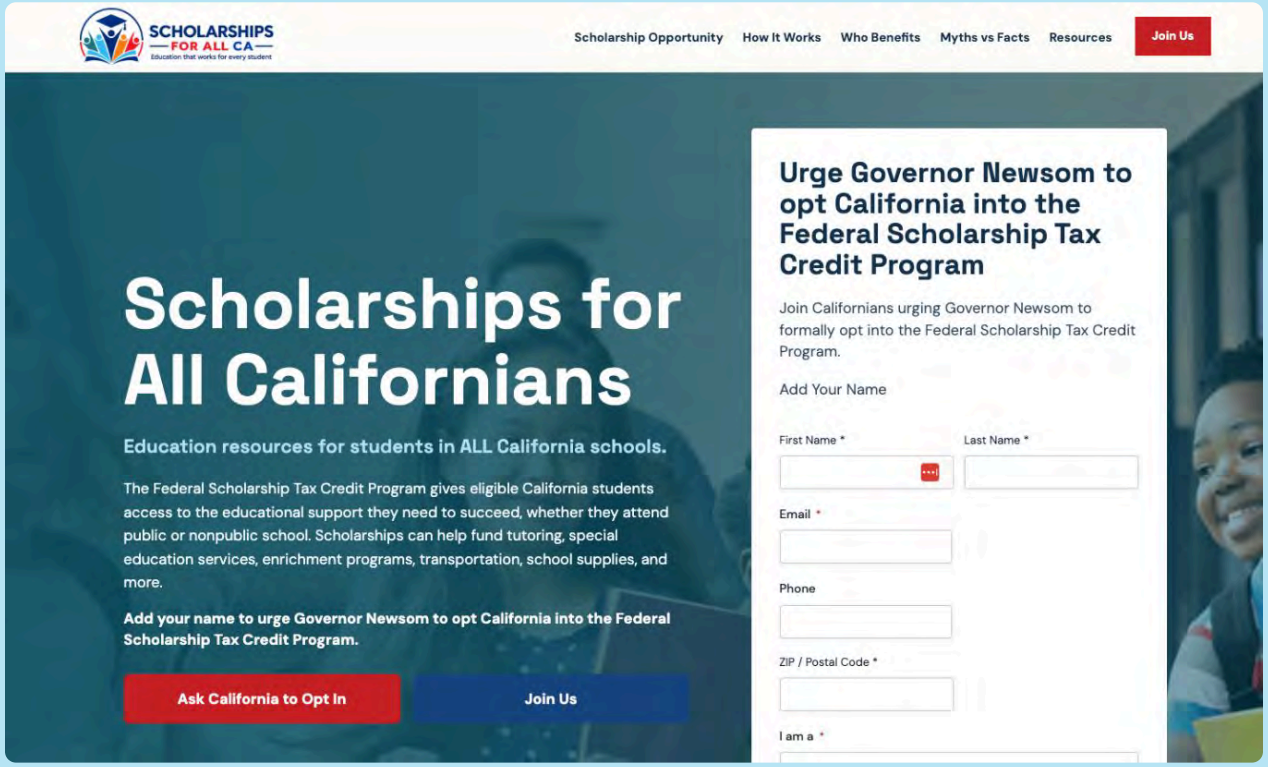
Build Lasting Support

Create public understanding that outlasts the initial campaign and sustains advocacy.

CAMPAIGN WEBSITE

Take Action at ScholarshipsForAllCA.com

Our campaign hub makes it easy for Californians to learn about the Federal Scholarship Tax Credit Program and take action — directly reaching Governor Newsom.



Two Clear Actions

Urge Governor Newsom

A simple form that lets Californians send a direct message to Governor Newsom, building a visible record of public demand.

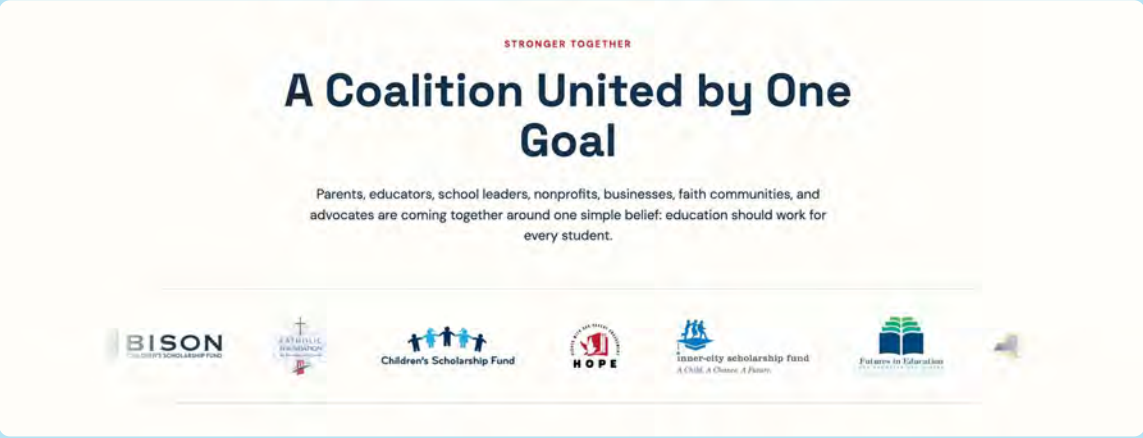
Join Our Coalition

Organizations, faith leaders, and advocates can sign on — growing the coalition and amplifying the campaign's credibility statewide.

COALITION IMPACT

A Coalition United by One Goal

Parents, educators, school leaders, nonprofits, businesses, faith communities, and advocates are coming together around one simple belief: education should work for every student.



Coalition partners featured on ScholarshipsForAllNY.com

Why Our Coalition Matters

Trusted Voices

Community credibility that paid media alone can never buy.

Statewide Reach

Partners from every corner of California amplify the message locally.

Nonpartisan Strength

A broad, diverse coalition signals that this is about students — not politics.

SETTING THE RECORD STRAIGHT

Myth vs. Fact

Misinformation is already spreading. Our campaign cuts through the noise with clear, fact-based answers to the most common misconceptions about the Federal Scholarship Tax Credit Program.



From ScholarshipsForAllNY.com

Myth: It's a voucher for private schools.

Fact: It's a scholarship for all — available to students regardless of where they attend school, including public, private, charter, and homeschool.

Myth: It only helps wealthy families.

Fact: The program is designed to prioritize low- and middle-income families who need educational support the most.

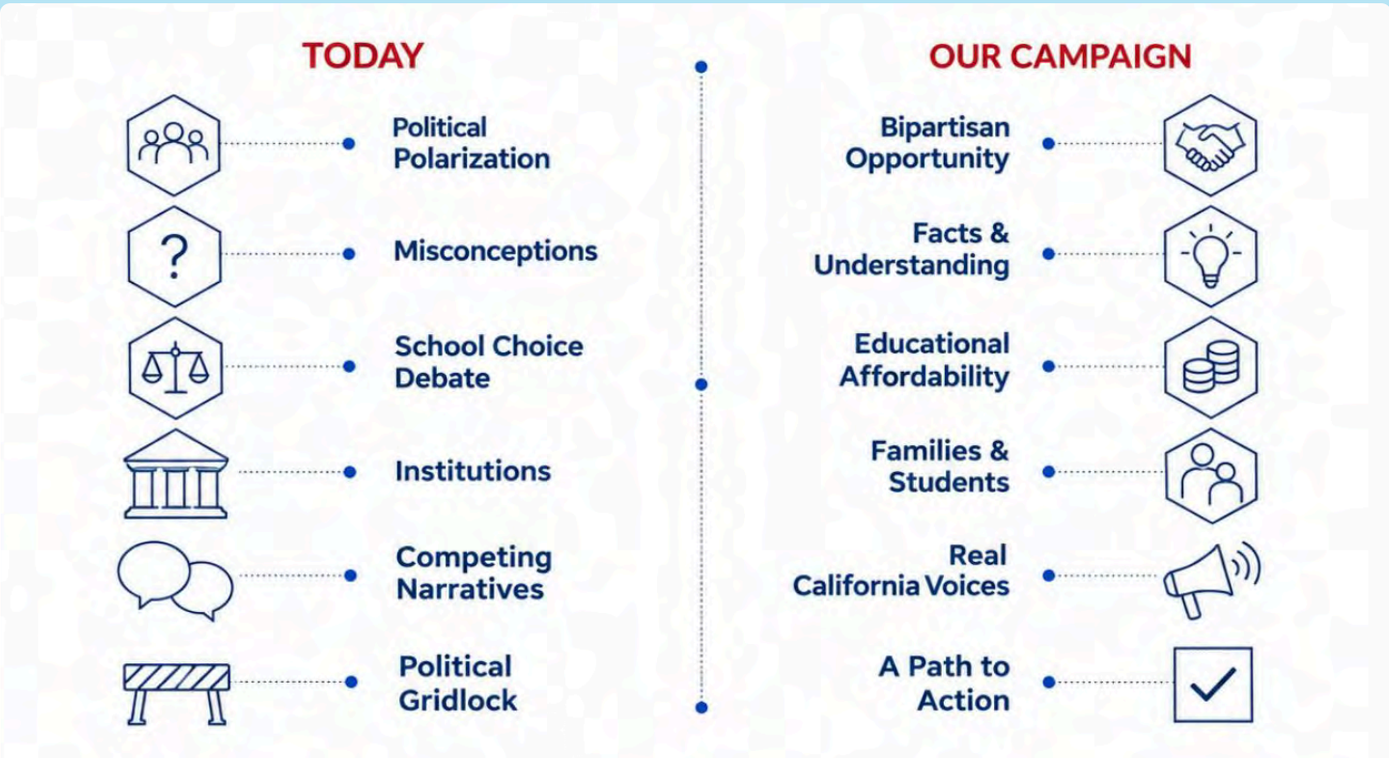
Myth: It takes money from public schools.

Fact: The program is funded through federal tax credits — not by redirecting existing public school budgets.

CHANGING THE CONVERSATION

From Division to Opportunity

This campaign is about moving the conversation beyond politics and putting California families at the center. By elevating real stories of affordability challenges and educational needs, we can demonstrate the program's broad benefits and build a compelling case for Governor Newsom to take this final, consequential step before leaving office and turning his attention to the national stage.



We're not just launching an advertising campaign. We're mobilizing a broad, diverse statewide coalition to amplify California families' voices, reshape the public conversation, and generate the visibility, urgency, and momentum needed for Governor Newsom to say YES before leaving office.

OUR STRATEGY

Turn Public Support Into Momentum for Action

A coordinated, high-impact campaign combining four mutually reinforcing strategies to elevate California families' voices, demonstrate broad support, and build urgency for Governor Newsom to opt in before leaving office.

Educate

- Campaign website with clear explainers and CTAs
- "Myth vs. Facts" deep-dive content
- Real family and coalition org testimonials

Amplify

- Aggressive earned media outreach across California
- High-frequency paid media in influential outlets
- Targeted digital and social media advertising
- Elevate diverse family and community voices in the media

Unite

- Mobilize Black, Latino, Catholic and other community organizations
- Engage public school parents, special needs advocates, and after-school programs
- Coordinate coalition messaging, endorsements, and media participation

Mobilize

- Statewide action alerts urging Governor Newsom to opt in
- Activate coalition partners and their networks
- Generate direct constituent outreach to the Governor's office
- Build visible momentum ahead of the transition in leadership



MEDIA STRATEGY

A Statewide, High-Frequency Media Campaign

A coordinated paid and owned media campaign will ensure Californians encounter a consistent, student-centered message across every platform they trust most — from political newsletters to social feeds to their morning commute.

Political & Policy Media (Earned)

Reach California decision-makers and political influencers through **POLITICO California**, **Capitol Weekly**, **The Sacramento Bee**, **CalMatters**, and the **San Francisco Chronicle** — where statewide policy debates and political narratives take shape.

General News & Broadcast Media (Earned)

Build broad public visibility through **Los Angeles Times, California Post, Los Angeles Sentinel, La Opinión**, and broadcast outlets including **Univision, Telemundo, ABC, and NBC** — reaching diverse California families through print, digital, and television coverage.

Advertising (Paid Digital and Print)

Multi-platform presence on **Meta, Instagram, X** and Retargeting — meeting audiences where they already spend their time.

Targeted print advertising in **Black, Latino, and other community newspapers** — reaching diverse California families through trusted local publications and reinforcing the campaign's message.

Owned Media

Direct communication through our **Scholarships for All CA website, email, SMS, and coalition partner channels** — delivering consistent messaging, amplifying campaign updates, and mobilizing supporters to take action.

BUILDING A MOVEMENT

Powered by a Broad, Diverse California Coalition

Our greatest strength isn't our advertising budget or media placements — **it's trusted voices.** Paid media delivers reach, but community credibility builds support.

By mobilizing a broad coalition of community organizations, faith leaders, educators, parents, and advocates across California, we'll demonstrate that support for this opportunity extends across communities, educational settings, and political affiliations.

The coalition doesn't just amplify our message — it gives the campaign credibility and urgency. When Black and Latino parents, public school families, special needs advocates, and faith leaders speak together, they make a compelling case that California's participation is about educational opportunity and affordability for all.

Community Organizations

Black, Latino, and other community partners bringing trusted voices and local credibility.

Faith Leaders

Voices that transcend politics and speak directly to values. Catholic, Jewish, Muslim leaders uniting around this opportunity.

Parent Advocates

Public and private school parents, including families of children with special needs, sharing real stories.

School Partners

Schools, after-school programs, and educators highlighting how students can benefit.

TIMELINE & INVESTMENT

Two-Month Campaign: A Closing Window for Action

1

Phase 1: November 2026 — Launch & Build Momentum

- Launch Scholarships for All CA website
- Expand and activate statewide coalition
- Launch paid social and print advertising
- Secure earned media and broadcast opportunities
- Elevate family stories and affordability messaging
- Begin coordinated outreach to Governor Newsom

2

Phase 2: December 2026 — Escalate & Drive Action

- Intensify paid media and digital advertising
- Expand earned media and broadcast coverage
- Mobilize coalition partners and supporters
- Amplify public school, special needs, and diverse family voices
- Drive direct constituent outreach to the Governor
- Execute final, high-visibility advocacy push

Scholarships for All CA Campaign Budget

November–December 2026 | Total Investment: $150,000

Expense	Amount	Narrative
Earned Media & PR	$30,000	Strategic media outreach, op-eds, interviews, broadcast opportunities, and amplification of diverse California voices.
Paid Social Media	$50,000	High-frequency, targeted advertising across digital platforms to reach California families and build support.
Paid Media & Print	$70,000	Targeted placements in influential political and policy outlets, statewide publications, and community newspapers.
Coalition Building	TBD / In-kind	Expand and activate a broad coalition of community, faith, education, and parent organizations.
Campaign Website	TBD / In-kind	Launch a Scholarships for All CA landing page with educational resources, family stories, and action alerts.
TOTAL	**$150,000**	**Two-month accelerated statewide campaign.**

The $150,000 total covers the three priced media categories. Coalition building and website costs have not yet been established and are not included in that total.

$150K

Immediate campaign investment

$6.2B

Modeled potential annual educational resources

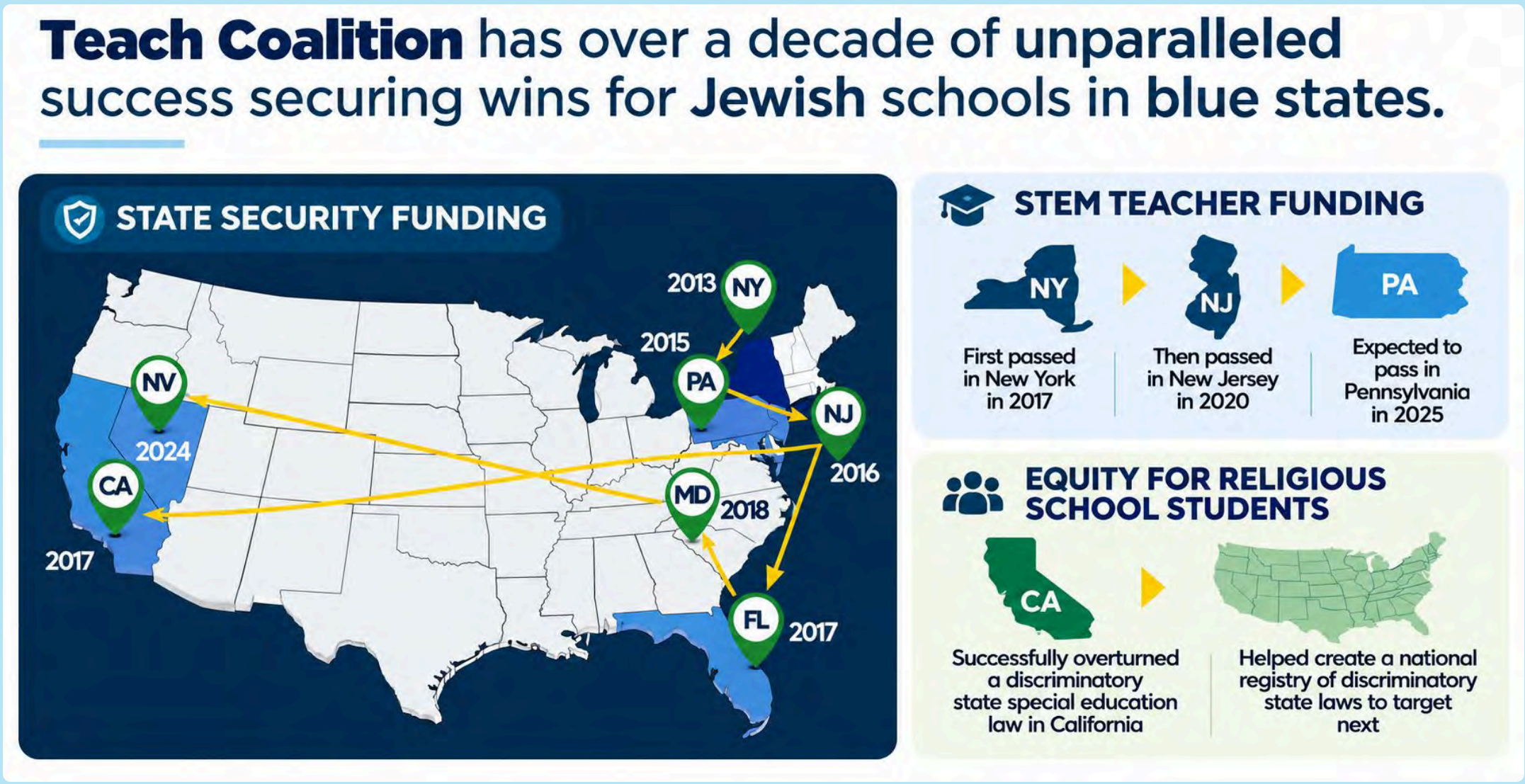
A focused 60-day investment to help California pursue a historic opportunity for its students and families.

THE DOMINO EFFECT

New York Said YES. California Can Be Next.

Governor Hochul's decision to bring the Federal Scholarship Tax Credit Program to New York demonstrated that expanding educational opportunity can transcend partisan politics.

Now California has an opportunity to build on that precedent.



A Proven Model. A Historic Opportunity.

Teach Coalition has spent more than a decade advancing educational opportunity in states across the country. In 2026, our Scholarships for All NY campaign helped secure a historic victory in New York — proving that a broad coalition, strategic media engagement, and grassroots advocacy can help move a Democratic governor to act.

THE STAKES: Up to $6.2 billion in potential annual educational support for California students and families.

THE MOMENT: With Governor Newsom's time in office approaching its conclusion, California has an opportunity to demonstrate that affordability and educational opportunity can bring diverse communities together.

> ## NEW YORK SAID YES. NOW IT'S CALIFORNIA'S TURN.



The Opportunity Before Us

California Has a Rare Window to Act — Before It's Too Late.

New York has already demonstrated what's possible. Now, with up to $6.2 billion in potential annual educational support at stake, California has an opportunity to follow.

By combining a broad, trusted statewide coalition, an aggressive media campaign, and the voices of California families struggling with affordability, we can build the public visibility and momentum needed to make a compelling case for Governor Newsom to opt in before leaving office.

The Coalition

A broad, diverse alliance of community organizations, faith leaders, educators, and families united around educational opportunity.

The Campaign

An accelerated, high-impact statewide media and advocacy effort designed to build visibility, urgency, and public support.

The Message

Affordability. Opportunity. Every Student. A student-centered message that transcends politics and puts California families first.

Tell Governor Newsom: Bring Federal Scholarships to California Students.

NEW YORK SAID YES. CALIFORNIA CAN BE NEXT.

A proven playbook. A $150,000 investment. A closing window to act.