

## *Invest in Kids Campaign*

**What is *Invest in Kids*?** The Missouri Coalition of Children's Agencies (MCCA) is working with Every Child Matters, a DC group, to launch the *Invest in Kids Campaign* in Missouri. Our goal is to raise awareness of children's issues this electoral season in a non-partisan manner. We are not endorsing candidates or specific ballot measures – this is purely an educational campaign.

If we fail to make new investments in kids, our global competitiveness is threatened, we'll have trouble caring for an aging population, and we will have failed in our moral obligation to the generations behind us. *We can do better than this, if we engage candidates and the public in children's issues.*

**Our Goal:** Our goal is to make kids a priority in Election '08. Firstly, we want all candidates for public office to release detailed plans about how they will help children and families. Secondly, we want the public to learn more about children's issues, and to think about investing in kids on Election Day.

**Our Activities:** During this election season, we are partnering with other agencies on various activities to shine a spotlight on children's issues:

- **Step-Up-for-Kids Day Rally:** This kick-off event will bring parents, children and concerned citizens together for the first time to tell candidates that we want to hear more about solutions for children's issues, instead of negative campaigning.
- **Debate for Kids Rally at the VP Debate:** This event is designed to attract attention from the media that will be covering the Vice Presidential debate on October 2nd.
- **Citizens for Missouri's Children & Partnership for Children's Candidate Forums:** At these events, candidates will have an opportunity to present their children's policy platforms.
- **Candidate Questionnaires:** MCCA is sending our questionnaire to all Missouri state and federal candidates. We will post the responses on our web site so the public can compare the different candidate positions.
- **Letter-to-the-Editor Initiative:** This activity will serve as another mechanism to educate the public on children's issues. We plan to send letters to several newspapers across the state.
- **11/3 Candidate Bus Tour:** Through this activity we hope to garner media attention right before Election Day so that voters will think about kids before they vote. Also, this activity will provide candidates with an opportunity to learn more about children's issues by touring several social service agencies.

*For more information contact:*

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