



# CHILDREN'S CAMPAIGN FUND NETWORK

## PROSPECTUS EXECUTIVE SUMMARY

**ABOUT:** Children's Campaign Fund Network (CCFN), comprised of the Children's Campaign Fund (PAC) and Children's Campaign Fund Action (CCFA) (501c4), builds political power through electioneering, education, and advocacy to enact transformational policy change for children, youth, and families. As one of the longest standing nonpartisan PACs focused on children's issues in the country now paired with an affiliated advocacy arm, the Children's Campaign Fund Network is in an exciting and ambitious phase of growth and deeper impact on behalf of children, youth, and families statewide.

**VISION:** We envision a Washington where all lawmakers prioritize the health, well-being, safety, and learning and development of the children, youth, and families of Washington State, especially those who are under-resourced and marginalized.

**OUR STRATEGY:** Children's issues have historically benefited from strong bipartisan support, with recent wins in Washington State with the Early Start Act of 2015 and the Fair Start for Kids Act of 2022. Although this sector has built effective policy and advocacy operations, there is a notable gap when it comes to building political power. CCFN seeks to build this political power through three core strategies: electioneering, education, and advocacy.

**ELECTIONEERING:** Our focus is to elect more pro-kids champions who will support our policy priorities. We will do this by making candidate contributions and running voter contact campaigns (doors, phones, paid media ads, etc.) to propel them into office. We will also recruit and train pro-kids candidates to run for open state legislative seats.

**EDUCATION:** We will educate candidates and their staff on the importance of children's issues early in the campaign trail. Doing this will ensure that they are strong pro-kids champions once they assume office. In time, we will also conduct voter education campaigns that build a statewide pro-kids electorate.

**ADVOCACY:** We will connect the political capital we amass from our electioneering work to strengthen our advocacy efforts in collaboration with other policy leaders and coalitions. We will establish a membership program to allow individual allies to invest and participate in our advocacy work.

### 2024 PRIORITIES:

- Ensure that we educate the Gubernatorial frontrunners and new, freshmen legislators on the importance of investing in issues that are critical to children, youth, and families.
- Elect more legislators who are pro-kids champions. We will prioritize razor-thin, competitive races when doing this.
- Run voter contact campaigns in races that currently do not have coverage by other progressive groups.

**BUDGET:** Over the next 5 years, we plan to grow CCFN into a substantial organization with an operating budget of \$1,000,000. Details of our budget can be found in our full prospectus.

### LEADERSHIP & CONTACTS:

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