

# Children's Funding Project's Ballot Measure Cohort

January 2024

## What Is the Ballot Measure Cohort?

Children's Funding Project's ballot measure cohort is a partnership between [Children's Funding Project](#) and [Children's Funding Accelerator](#) (our advocacy partner). The cohort is designed to build capacity for and remove financial barriers from communities seeking to establish dedicated public funding streams for children's services via a **local ballot measure**. The cohort provides the following support:

1. Readiness assessment and evaluation tool (application)
2. Coaching from Children's Funding Project staff members
3. Tools from Children's Funding Project and our partners
4. Peer learning opportunities
5. Invite-only conversations with experts, in partnership with [Funding the Next Generation](#)
6. Consideration for campaign contributions from Children's Funding Accelerator



## Who Should Apply?

You're ready to apply for the cohort if you meet the following requirements:

1. You have three individuals who represent different organizations or groups in your community willing to sign onto the application.
2. You are pursuing a ballot measure that will dedicate public funding to children and youth services.
3. Your effort targets a 2024, 2025, or 2026 election date for your ballot initiative.

## How Do I Apply?

- 1. Create a team!** While this team will grow over time, you will initially need to identify three people in your community who are willing to sign on to your application and consistently attend cohort group trainings (every other month) and individual coaching sessions (monthly). These three individuals should represent different involved or impacted groups and organizations within your community, such as providers, government departments or agencies, local philanthropy, the offices of elected officials, parents, advocacy or community organizing groups, and child-focused coalitions or collective impact backbone organizations.
- 2. Request an application!** Please email [olivia@childrensfundingproject.org](mailto:olivia@childrensfundingproject.org) to request an application and copy your team members on the message.
- 3. Complete your application!** Note that this application is meant to be a readiness tool that helps you identify next steps, so we expect that

your team will not be able to answer all questions yet.

**4. Submit your application!** Return your completed application to [olivia@childrensfundingproject.org](mailto:olivia@childrensfundingproject.org), with all team members copied on your message. Then we will set up a time to review your application with you by phone.

## Talk to Me About the Money!

We know that one of the most intimidating parts of pursuing a ballot measure campaign is political fundraising. That's why we created the Children's Funding Accelerator, a fund to support campaigns for dedicated early childhood funding. Up front, we want to be clear about eligibility for this funding:

1. While teams working to fund a wide range of child and youth services may participate in the cohort, only teams pursuing dedicated funding for early childhood are eligible for campaign contributions from the Children's Funding Accelerator at this time.
2. Contributions from the Children's Funding Accelerator will act as supplemental dollars to campaigns. They must represent the minority share of a campaign budget and will always require a local fundraising match.
3. Contributions from the Children's Funding Accelerator can only be made to a 501(c)(4) supporting an early childhood funding-focused ballot measure. These dollars can't be used to support activities of a 501(c)(3) organization or candidates for public office.



Children's Funding Accelerator is a 501c4 pooled fund that supports ballot measures to fund early childhood development. [childrensfundingaccelerator.org](https://childrensfundingaccelerator.org)



Children's Funding Project is a nonprofit social impact organization that helps communities, states, and Native nations expand equitable opportunities for children and youth through strategic public financing. [childrensfundingproject.org](https://childrensfundingproject.org)



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