

# PRO-KID



**The Children's Movement of California** is connecting everyone who supports improving children's health and education in our state, building the force for change that kids so clearly need. Hundreds of organizations and thousands of people have joined already. Join us today to declare that California's leaders should prioritize children, and get connected to the pro-kid cause.

▶ **JOIN THE CHILDREN'S MOVEMENT OF CALIFORNIA:**  
[childrennow.org/join](http://childrennow.org/join)

## What's the value of The Children's Movement of California?

Until now, the broad support for children in our society has been too diffuse to have the impact it should on California's priorities. The Children's Movement is changing that by organizing all of the goodwill that exists for kids. Simply by connecting the many diverse organizations and people that are pro-kid, the Movement is increasing the power and impact of children's advocacy exponentially.

## What does it mean to join The Children's Movement?

It means declaring that you and/or your organization support prioritizing children's health and education in public policymaking, nothing more.

## Who's joining The Children's Movement? (See [childrennow.org/join](http://childrennow.org/join))

Organizations of all sizes and diverse interests are joining -- including community organizations, non-profits, businesses, faith-based groups, school boards, commissions, and others. Hundreds of organizations have joined already, and the list literally grows every day. In addition, thousands of people who are pro-kid have joined, too.

## What happens when I and/or my organization join the Movement?

If you join us as an organization, you will be listed on our website in support of making kids a priority. You will receive updates on current children's policy issues and we will also ask you to join us in supporting pro-kid policy campaigns. *Your name will never be used in support of any policy, unless you specifically opt in to support it.*