



How to Get a Foot in the Door

Introducing Children's Savings in Your Community

As Children's Savings Accounts (CSA) programs have gained prominence in the past few years, many communities and organizations have become interested in starting their own program. However, gaining support and funding for this endeavor from important stakeholders can be challenging. A FOOT IN THE DOOR (AFID) is a 16-minute, high-quality, documentary-style video that many advocates have successfully used to demonstrate the potential of Children's Savings Accounts (CSAs) to key partners in their communities.

AFID tells the story of Kindergarten to College (K2C), the first CSA program in the United States ever to be offered to every student starting elementary school in a public school district. Piloted by the City and County of San Francisco, K2C automatically opens a college savings account, seeded with an initial deposit, for each incoming kindergartner. Families who make additional deposits can earn financial incentives provided by the City and philanthropic partners.

Advocates for starting CSA programs have used AFID to promote CSAs to staff, board members, policymakers and community members at dozens of organizations, including:

- **Federal agencies** such as the Federal Reserve Banks of Boston and St. Louis.
- **Local and state government agencies** such as the City of Bristol (TN), the Colorado Department of Human Services and Washington State Department of Commerce.



A Foot in the Door Success Story

"We are launching a three year plan to start a CSA program in partnership with Head Start. Citi Foundation is providing funding for a pilot CSA program in Salt Lake City and Ogden. It's been so helpful to be able to show this film to the staff at different credit unions and to the family advocates at Head Start. Usually when I tell people about Children's Savings Accounts, it's like 'yeah, yeah, sure' but when I can show it to them, it makes a big difference. Most of the bankers liked the idea when I explained it to them, but showing the movie was like the cherry on top. It got them super excited about it."

-Blake Perez, CAP Utah

CHILDREN'S SAVINGS CONFERENCE

- **Nonprofit organizations** such as AccountAbility Minnesota and the Community Economic Development Association of Michigan.
- **Schools and universities** such as KIPP Bay Area Schools and San Diego State University's School of Social Work.
- **Tribal government and organizations** such as Four Bands Community Fund and Seneca Nation of Indians.

Getting Started

1. Order a complimentary copy of A FOOT IN THE DOOR from www.afootinthedoor.info.
2. Identify the key decision-makers and leaders in your community that you need to mobilize to start a CSA program.
3. Invite these leaders to an information session about CSAs, which includes an AFID screening, a question and answer period and a discussion of potential next steps in your community. You may also want to invite additional staff, board or community members to the session.
4. Attend the meeting with other key allies. Come prepared with your suggestions of how your audience can get involved in starting a CSA program.
5. Offer to make A FOOT IN THE DOOR available to them to share with other interested parties.
6. If you have a successful screening story to share, contact the filmmakers at info@groundspark.org.
7. Follow A FOOT IN THE DOOR on Facebook www.facebook.com/afootinthedoor and on Twitter @k2cAFID.

Children's Savings Account Facts and Information

In addition to San Francisco's K2C program, state and local governments, schools and nonprofits around the country have started or are in the process of developing CSA programs using a variety of models. To find out more information about these programs and learn about models that may work in your community, visit <http://cfed.org/programs/csa>.

An abridged, four-minute version of the film that shares the highlights of the program is also available at www.afootinthedoor.info.

CFED thanks A Foot in the Door and the San Francisco Office of Financial Empowerment for their collaboration on this effort to empower children's savings advocates with the tools they need to bring CSAs to scale.