



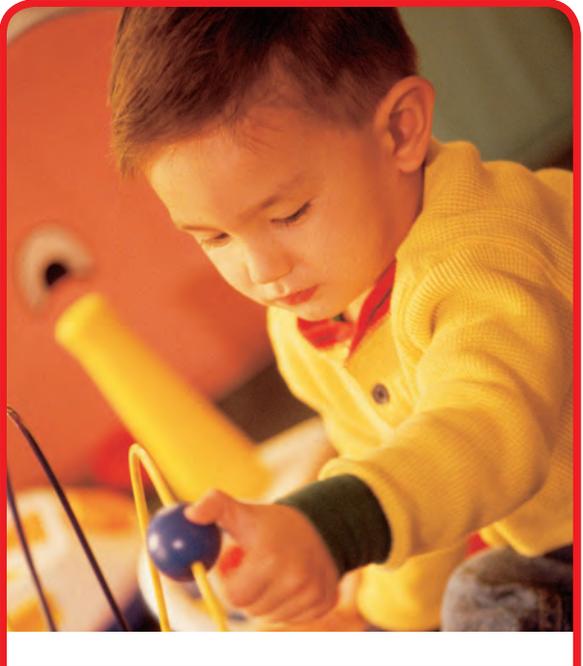
Getting the word out about the child care services you offer is an important part of maintaining and sustaining your business. There are many steps you can take to highlight your program. Here are 12 tips to get you started:

Child Care Aware® is committed to helping parents find the best information on locating quality child care and child care resources in their community. In partnership with Child Care Resource & Referral agencies (CCR&R), Child Care Aware® builds consumer awareness and supports families in making choices for the care and education of their children.



For additional resources or help finding your local Child Care Resource & Referral agency (CCR&R), call:
1-800-424-2246
TTY Line: 1-866-278-9428
ChildCareAware.org
For local information contact:

12 Tips to Market Your Child Care Program



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2 Register with your local Child Care Resource & Referral agency (CCR&Rs)

These agencies are important links to your community. CCR&Rs help families locate licensed and registered care in their area. CCR&Rs also offer parents resources to help pay for child care. They have many resources available to providers. These resources will be valuable as you market your program. When starting your child care keep in mind:

- » The majority of CCR&Rs conduct community needs assessments.
- » Many CCR&Rs either manage or are part of an organization that delivers child care subsidy programs.
- » Some CCR&Rs analyze and report on child care supply and demand.

Online referral access is available through many CCR&Rs. This tool allows you to:

- » Use the online referral access that includes photographs and summaries of the key components of your program to inform families as they make their child care choice.

3 Distribute flyers to:

- » Public libraries
- » Local grocery stores
- » Public schools
- » Local colleges and/or universities
- » Businesses and/or corporations
- » Pediatrician offices

4 Business cards

These are important marketing tools that you should always have accessible. You never know when a marketing opportunity will present itself.

5 Advertising

Purchase advertising space in local newspapers, newsletters and magazines.

6 Online directory

Consider adding your business name to an online directory. Your local CCR&R may offer an online search. Make sure your business is listed with them.

7 Open houses

This is a terrific way of inviting families to get a first-hand glimpse of your program. Open houses can inform families of the details of your program. Offer information on the following:

- » Program schedule
- » Hours of operation
- » List of holidays and other days the program will be closed throughout the year
- » Inclement weather policy
- » Late policies
- » Program philosophy statement
- » Tuition rates
- » Sample daily schedules for the ages you plan to serve
- » Sample activities for the ages that you plan to serve
- » Special services that you offer

8 Distribute marketing items with your name and logo

- » **Tote bags** - Give these to parents upon enrollment. Encourage them to use the bags to take things to and from your program.
- » **T-shirts** - Provide for children in your program to wear on field trips.
- » **Pens** - These can be terrific and affordable marketing items. Give these out to potential families when they visit your program.

9 Develop your own Website or Web pages

Websites and Web pages are very affordable ways to reach busy families. This can seem like a large hurdle, but the advantages will significantly outweigh the effort.

10 Join local provider organizations

Contact your local CCR&R to find out about organizations in your area for providers. These groups will allow you to connect with other providers in the community. You may get new ideas about how to market and operate your program. You will also find a group of peers that can offer support.

11 Volunteer your time in your community

Volunteering at events and joining boards or advisory boards will help your business. Time is always a factor with volunteering, but many opportunities to give back to your community have minimal time commitments. Giving a small amount of time will provide you with information that will be useful to you as a business owner and as a provider. You can market your program indirectly while giving back to the community.

12 Develop a referral process

This will offer current families a discount or credit when they refer a family that enrolls in your program.



To find your local CCR&R, visit www.childcareaware.org
or call 1-800-424-2246