



COMMUNITY ENGAGEMENT AND COMMUNICATIONS STRATEGY



Community engagement and communication are key to fostering child care readiness by building involvement, awareness, and support. Without clear communication, the importance of child care as a community priority can be overlooked, leading to missed opportunities for collaboration and progress.

This communications strategy will ensure that messages reach the right audiences with clarity and impact. It provides a roadmap for building relationships, driving engagement, and securing support for child care-friendly initiatives. Additionally, this strategy will guide how communities engage with key partners, such as local governments, child care providers, and families, while offering examples of messaging across various channels like social media, community forums, and newsletters.

PURPOSE

This communications strategy was developed to provide comprehensive support to communities in enhancing their public outreach efforts, which includes maintaining ongoing communication channels. By actively engaging with community members, it facilitates a collaborative approach to address and meet the unique child care needs specific to each community.

Engagement and communication needs vary widely from place to place, so this strategy should be used as a framework, and communities should implement elements that will work for them.

KEY PARTNERS

Every community has different needs, and the key partners identified will reflect this diversity, encompassing a wide range of perspectives and expertise to address the unique challenges and requirements specific to each locality. By engaging various groups, the policies developed will be more comprehensive, inclusive, and tailored to effectively meet the distinct needs of the community. Below are examples of important interest holders and partners, and how to identify them in your community:

- **Parents.** Engaging parents directly ensures that the policies reflect the needs and preferences of the families who will benefit from them. Parent focus groups, surveys, or town hall meetings can help gather a diverse range of opinions and needs.
- **Child Care Providers.** Child care providers is a wide umbrella that encompasses a wide range of individuals or organizations that provide child care or child care support. Examples of providers may include business owners who operate child care centers, non-profits that may run child care operations or support child care operations, workers who provide care and educate. Providers offer insight to the operational, regulatory, and financial challenges of running a facility. Their experiences are vital for shaping practical, on-the-ground solutions.
- **Residents.** Engaging residents in child care initiatives is important because it helps to create a community that is supportive of young children and their families. When residents are actively involved, it leads to a more inclusive, effective, and sustainable child care ecosystem.
- **Early Childhood Non-Profit Organizations and Advocacy Organizations.** Child care advocacy groups are crucial in understanding the needs of families and the workforce. These organizations often work directly with families and can provide data, research, and insights to shape effective policies. Local non-profits with a focus on education, family services, or community development can also be valuable partners.

ADDITIONAL RESOURCES

Your regional child care coalition may also have resources on communication, messaging, and community partners to promote the child care ecosystem in your community. Find your regional child care coalition by visiting [ECIC](#).

- **Regional Child Care Coalitions.** Connecting with the regional child care coalition that encompasses your community is an important way to stay connected to the wider network of child care support. Maintaining ongoing communication is also a good way to stay connected to funding opportunities or early childhood initiatives.
- **Culturally Specific Community-Based Organization.** Community-based organizations (CBOs) are organizations that tailor their programs, services, and outreach efforts to meet the unique cultural, linguistic, and social needs of a specific cultural or ethnic community. These include religious organizations, which frequently offer child care in conjunction with the other community services they provide. These organizations are important to engage as child care providers, but also as community advocates.
- **Public and Private Schools.** Schools play a critical role in early childhood education and care transitions. Engaging with both public and private educational institutions ensures alignment with local educational goals and facilitates a smoother transition for children entering kindergarten and beyond.
- **Major Employers.** Large employers have a vested interest in ensuring that their workforce has access to reliable child care. Partnering with employers can lead to collaborative efforts such as employer-sponsored child care programs or financial investments in local child care infrastructure.
- **Economic Development Organizations.** These organizations can help connect child care needs with broader economic growth strategies, ensuring that affordable, high-quality child care is seen as an integral part of workforce development and attracting businesses to the area.
- **Community-Based Early Childhood Organizations.** These local organizations focus on supporting early childhood development within a specific community. These organizations provide a variety of services and programs designed to support young children and their families.
- **Chambers of Commerce and Other Business Associations.** Providing adequate child care is inherently a business concern, as lack of child care can lead to workforce challenges and higher job turnover. Because of this, business associations and chambers of commerce have a vested interest in promoting child care and may be an important key partner to engage.

For every group, it is important to identify key individuals to receive tailored information. Every audience will need to have optimal communication formats. Some forms of communication will cross segments of various audiences and others will be niche to an individual group. The key is to segment the audience based on their needs. An example of some key messaging for distinct partner groups is provided in the table.

Partner	→ Messaging
Residents	→ Support of child care facilities
Child care providers	→ Trainings/funding resources
Major employers	→ Funding and partnership opportunities
Parents	→ Available child care providers

COMMUNICATION CHANNELS

Communities have multiple channels available for communicating with residents, businesses, and other partners. Utilizing a range of channels can enhance participation and awareness. Some examples of messaging channels are provided below, though communities are encouraged to explore creative ways to leverage their communication resources.

- **Community Forums and Meetings:** In-person or virtual gatherings for public input and discussions.
- **Email Newsletters:** Direct communication with residents for announcements and updates.

- **Mobile Apps:** Provide access to city services, alerts, and reporting tools.
- **Official Websites and Portals:** Central hubs for municipal information, services, and updates.
- **Press Releases and Media Relations:** Work with local media outlets to disseminate information.
- **Public Access TV and Radio:** Broadcast city meetings, updates, and educational content.
- **Social Media Platforms:** Use for real-time updates, community engagement, and outreach campaigns.

KEY MESSAGING

While messaging will vary depending on the audience, consistency across all communication channels is crucial. In policy discussions, communication often begins by focusing on the problem, which can fail to provide a full understanding of the issue's root causes and may overlook opportunities to deepen public awareness.

This strategy adopts a proven technique to steer conversations toward solutions. By starting with the principle that child care should be more accessible, followed by identifying challenges and presenting opportunities, this approach is more effective in gaining greater buy-in and support.

While this guide provides sample language, often the most effective form of communication centers on personal experiences. Policy makers and users of the guide are encouraged to include their own experiences and support for child care. Beyond what is offered in this guide, policy makers should respond to current reports, research, and events involving access and the cost of child care.

Creating support and encouraging child care facilities in your community requires a multifaceted response.

Every community faces different challenges; therefore, the menu of communication options should be selected based on the need you are trying to address. The following examples of key messaging have been broken into broad opportunities with a variety of messaging types within each topic. The example language is designed to help develop clear and consistent messages for each audience. Creating a schedule for when key communications will occur can help make sure partners receive information at every step of the process.

OPPORTUNITY 1: Understanding Child Care as Infrastructure

- Providing an understanding about the importance of child care facilities can help create a supportive community for future action and investment.
- Explaining that child care is a piece of invaluable infrastructure helps frame it as a public good, and that it should be funded as such.
- Comparing child care to other infrastructure like roads and public schools can help create the necessary public and political will to invest in the future of the community.

Think about

it: high-quality, affordable, accessible child care allows parents to work without the constant stress of worrying about their children's safety and development. This is especially true for working mothers, many of whom face the difficult choice of either continuing their careers or staying home due to the high cost or unavailability of child care. Without reliable child care, parents are forced to make sacrifices that can stall their professional growth and place additional pressure on household finances.

FORMAT: OP-ED

MESSAGE: "Child Care is Infrastructure: Why Communities Can't Function Without It"

We often think of infrastructure as roads, bridges, and public schools—essential services that keep our communities functioning. But what if we told you there's another form of infrastructure that's just as critical? Child care is infrastructure, and without it, our communities and economy simply cannot function.

But the value of child care doesn't stop at the family level. When communities invest in child care, they create opportunities for economic growth. Parents can remain in the workforce, contributing to local businesses and the economy at large. Moreover, children who attend high-quality child care programs are better prepared for school, setting them up for lifelong success. In this way, child care is not just a benefit for families—it's an investment in the community's future.

OPPORTUNITY 1: Understanding Child Care as Infrastructure *continued*

However, for child care to truly serve as critical infrastructure, we need to shift the way we view and fund it. Roads, public schools, and transportation systems all receive public investment because we recognize their value. Child care should be no different. To make this shift, we must build both public and political will, pushing for policies that treat child care as a public good. By doing so, we can ensure that all families have access to the affordable, high-quality care they need, and our communities can thrive.

It's time to start thinking of child care as the essential infrastructure it is—and invest in it accordingly.

FORMAT: SOCIAL MEDIA**MESSAGES:**

Facebook/LinkedIn Post: “Child care is more than just a service—it’s the backbone of our economy. Without high-quality, affordable, accessible child care, families struggle, businesses suffer, and communities miss out on opportunities for growth. It’s time to invest in child care the way we invest in roads and schools. #ChildcareIsInfrastructure #InnovatingChildcare”

Instagram/Twitter Post: “Imagine trying to build a community without roads, schools, or child care. It just doesn’t work. Child care is infrastructure—our economy and families can’t function without it. It’s time to invest in high-quality, affordable, accessible child care for all. #ChildcareIsInfrastructure #BuildForTheFuture”

FORMAT: PRESS RELEASE**MESSAGE:**

For Immediate Release: “Child Care Is Critical Infrastructure: Communities Can’t Function Without It”

[Community, State]—[Date]—As communities across the

country face increasing challenges around child care quality, accessibility, and affordability, advocates are calling for a reimagining of child care as critical infrastructure. Like roads, public schools, and transportation systems, child care is essential to the functioning of both the economy and our communities.

“Affordable, accessible, high-quality child care allows parents to remain in the workforce, contributing to local businesses and economic growth,” said [Spokesperson Name], [Title] at [Organization]. “But without reliable child care, families—particularly working mothers—are forced to make difficult choices that often lead to economic hardship.”

Data shows that lack of child care options is a significant barrier to workforce participation, especially for women. In many cases, parents are unable to return to work due to the high cost of care, placing stress on household finances and limiting the economic potential of entire communities.

But the value of child care goes beyond individual families. “Communities that prioritize child care invest in the future,” said [Spokesperson]. “Children in high-quality care environments are better prepared for school, and local economies. Parents are then able to contribute their skills and talents to the workforce.”

However, advocates argue that for child care to serve as infrastructure, it must be funded like other public goods. Roads, public schools, and bridges are all publicly funded because we recognize their value. Child care should be no different.

“To make child care accessible to all families, we need to build both public and political will,” [Spokesperson] added. “That means shifting our mindset to view child care as essential infrastructure and pushing for policies that provide the necessary funding to support it.”

OPPORTUNITY 2: Presenting Changes to Local Regulation for Child Care Facilities

- Communicating updates to child care regulations to ensure potential child care providers and community members are informed of the changes.
- Using these updates as an opportunity for the community to position itself as a champion of child care readiness.
- Raising awareness of the ongoing needs for child care within the community.

FORMAT: OP-ED OR BLOG**MESSAGE: Regulatory Updates Pave the Way for More Child Care Facilities in Our Community**

Access to affordable and high-quality child care is a vital need for many families in our community, and we’re excited to announce some important changes that will make a big difference! Thanks to updates in the local regulatory framework, child care providers will now have fewer barriers to opening and expanding their facilities. These changes, informed by the Michigan Economic Development Corporation’s “Child Care Readiness Toolkit,” are a critical step forward in ensuring that our community is truly child care ready.

OPPORTUNITY 2: Presenting Changes to Local Regulation for Child Care Facilities *continued*

What do these regulatory updates mean for you? For current and future child care providers, it means a more streamlined approval process and greater flexibility in meeting community needs through more locations throughout [insert community name]. For families, it means having access to more child care options right in your neighborhood. And for our entire community, it means we're one step closer to being a city that supports every working parent.

By aligning our local regulations with best practices, we're creating a welcoming environment for new child care providers while maintaining the safety and quality standards that families expect. It's a win/win for everyone, and we should be proud of the progress we've made.

Want to learn more about these regulatory updates or explore opportunities to open a child care facility? Visit [Link to Resource] to understand these new changes!

FORMAT: SOCIAL MEDIA**MESSAGES:**

Facebook/LinkedIn Post: Exciting news! Our local government has updated regulations to make it easier for child care providers to open and expand in our community. These changes mean more affordable and high-quality child care options for families and a child-care-ready city for everyone! Let's work together to support these efforts and raise awareness about the need for child care facilities. Learn more about these changes here: [Link]. #ChildcareReady #SupportFamilies #InnovatingChildcare

Twitter/X Post: Our community just made big strides in child care readiness! With updates to local regulations, it's now easier for providers to open new facilities and serve more families. Let's continue raising awareness! #ChildcareSupport #CommunityGrowth #InnovatingChildcare

Instagram Post: Child care is the foundation of a thriving community, and we're proud to announce that our local regulations have been updated to support new and existing child care facilities! This means more options for families and a stronger, child-care-ready city. Spread the word! #ChildcareReady #FamilyFriendly #SupportChildcare #InnovatingChildcare

FORMAT: PRESS RELEASE**MESSAGE:**

For Immediate Release: "[Community Name] Takes Major Step Toward Child Care Readiness with Regulatory Updates"

[Community, State] — [Date] — The [Community Name] is proud to announce important updates to its regulatory framework for child care facilities, aimed at increasing availability and supporting the growth of child care providers across the community. These changes, developed in consultation with the Michigan Economic Development Corporation's "Child Care Readiness Toolkit," remove barriers that have historically hindered the establishment and expansion of child care facilities.

With more families than ever seeking affordable and high-quality child care, these regulatory updates are designed to ensure that providers can easily navigate the local approval process and bring their services to neighborhoods in need. The changes also create new opportunities for future providers to open facilities that meet the needs of our growing population.

"This is a pivotal moment for our community," said [Key Official], "[Community Name] is committed to being a leader in child care readiness, and these regulatory changes are a key step forward in making child care more accessible for families. We are ensuring that providers have the support they need to establish and grow their facilities while maintaining the highest standards of care."

The community's updated regulatory framework includes a more streamlined permitting process, flexibility in facility requirements, and a commitment to creating more child-care-ready spaces in both residential and commercial areas. Community members are encouraged to stay informed about these changes and support the continued expansion of child care options.

Call to Action: The [Community Name] has a host of resources for current and prospective child care providers to learn more about these regulatory changes. For more information or to get involved, visit [Link to Resource] or contact [Contact Information].

Contact Information: [Community Contact Name]; [Email Address]; [Phone Number]; [Website]

OPPORTUNITY 3: Investing in Child Care Facilities

- Partnering with or investing in child care initiatives in various forms, including financial investment, infrastructure support, or collaborative programming.
- Tailoring communication to reflect the specific needs of the community's child care programs, even when the language is general.
- Ensuring public awareness when public dollars are invested, encouraging the community to become champions of the initiative.
- Engaging potential partners to create more meaningful and impactful investments.
- Highlighting the value of child care investments by using data and research, rather than focusing solely on the monetary amount.

FORMAT: OP-ED OR BLOG

MESSAGE: "Investing in Child Care: A Smart Choice for Our Community"

Investing in child care initiatives may seem like a significant financial commitment, but it's one of the smartest investments a community can make. With the rising cost of living and increased demands on working families, quality, affordable child care has become a critical issue that affects all of us.

There are many ways to partner with or invest in child care initiatives, whether through public funding, private investment, or collaboration between local organizations. But regardless of the method, one thing remains clear: the benefits far outweigh the costs.

Research shows that access to quality child care has a positive impact on both the economy and the well-being of families. Children who attend early learning programs are better prepared for school and have a higher likelihood of succeeding academically. Parents with access to reliable child care are more likely to stay in the workforce, pursue professional development, and contribute to the local economy. And when communities invest in child care, they see long-term gains through lower rates of poverty, better health outcomes, and stronger social cohesion.

The costs of investing in child care can be high, but the data overwhelmingly shows that this is a worthy investment. The return on investment is undeniable—children benefit, parents benefit, and the entire community benefits. For every dollar spent on early childhood programs, there is a proven return of several dollars in reduced future spending on social services, health care, and education.

As our community looks for ways to invest in child care, it's important to focus on the data that supports these initiatives. By emphasizing the positive outcomes and long-term gains, we can make a compelling case for continued investment in child care.

FORMAT: SOCIAL MEDIA

MESSAGES:

Facebook/LinkedIn Post: "Investing in child care is investing in the future of our community! Quality, affordable child care supports working families, improves educational outcomes for children, and strengthens our local economy. Let's work together to ensure that public dollars and private investments go towards building a brighter future for everyone. Learn more about the data that proves child care is a worthy investment: [Link]. #ChildcareInvestment #FutureOfOurCommunity #InnovatingChildcare"

Twitter Post: "Public dollars in child care = long-term gains! Investing in child care initiatives boosts the economy, supports working parents, and helps children thrive. Learn more about why this is a smart investment: [Link]. #InvestInChild care #StrongerCommunities #InnovatingChildcare"

Instagram Post: "Why invest in child care? The data speaks for itself! Every dollar spent on quality child care brings major returns—better educational outcomes for children, stronger families, and a thriving local economy. Together, we can make a difference! #ChildcareInvestment #InvestInOurFuture #StrongerTogether #InnovatingChildcare"

FORMAT: PRESS RELEASE

MESSAGE:

For Immediate Release: Public and Private Investment in Child Care Initiatives Set to Create Long-Term Community Benefits

[Community, State]—[Date]—In a significant step toward supporting working families and fostering economic growth, [Community Name] today announced new opportunities for public and private investment in local child care initiatives. With the rising need for high-quality, affordable child care, this investment is designed to provide immediate support to families while creating long-term benefits for the entire community.

Research consistently shows that investments in early childhood programs yield significant returns in academic

OPPORTUNITY 3: Investing in Child Care Facilities *continued*

success, workforce stability, and reduced social costs. By ensuring that children receive high-quality care and education during their most formative years, the entire community reaps the rewards in the form of lower rates of poverty, higher graduation rates, and a more productive workforce.

“Child care is an investment in the future,” said [Key Official]. “Every dollar we put into these initiatives is a dollar that will come back to us many times over, through stronger families, better education, and a more vibrant local economy.”

The city encourages both public and private entities to partner in this effort, which may take many forms, from direct financial support to collaboration on child care infrastructure development. As public dollars are allocated to these initiatives, the city is committed to keeping the public informed and fostering a spirit of community ownership and involvement.

“By partnering with private investors and local organizations, we can amplify the impact of every dollar spent,” added [Spokesperson]. “The data is clear: investing in child care is a sound financial decision, and the return on investment is not just financial; it’s social, educational, and economic.”

Call to Action: For more information about how to invest in or partner with local child care initiatives, visit [Link] or contact [Contact Information].

FORMAT: DIRECT COMMUNICATION**MESSAGE:**

Subject: A Call to Invest in Our Future: Join Us in Supporting Child Care Initiatives

Dear [Community Partner/Organization Name], I hope this message finds you well. As a valued member of our community, your involvement in shaping the future of [Community Name] is essential. I’m reaching out today to invite you to partner with us in an exciting initiative that addresses one of the most pressing needs in our community: affordable, high-quality child care.

Access to child care is not just a family issue—it’s a cornerstone of a thriving, resilient local economy. Research shows that investments in child care result in long-term benefits for communities, including higher workforce participation, improved educational outcomes, and reduced social service costs. By ensuring that families have access to child care, we are building the foundation for stronger, healthier, and more productive communities.

We believe that [Organization Name] can play a pivotal role in this effort. We are currently seeking community partners like you to help us invest in expanding child care options, supporting both working families and local providers. This partnership can take many forms—whether through direct financial investment, infrastructure support, or collaborative programming.

Why Invest in Child Care?

- **Economic Impact:** Studies show that every dollar invested in early childhood programs yields significant returns, improving the workforce, decreasing social costs, and boosting local economies.
- **Supporting Families:** When parents have access to high-quality, affordable child care, they are better able to pursue employment and career advancement, strengthening the local workforce.
- **Educational Outcomes:** Children who receive quality early care and education are more likely to succeed in school and beyond, creating a brighter future for our entire community.

We’re not just looking for financial support—we’re seeking true partners in making this vision a reality. By joining forces, we can amplify the impact of every dollar invested, ensuring that our city leads the way in child care readiness.

We would love the opportunity to discuss this further and explore how [Organization Name] can partner with us in this critical initiative. Whether it’s through investment, advocacy, or collaboration, your involvement can help shape a future where every child and family in our community has the support they need to thrive.

Next Steps: We are hosting a series of meetings with potential partners to explore opportunities for collaboration. I am reaching out to schedule a time for us to connect and discuss how [Organization Name] can get involved. Please feel free to reach out to me at [Contact Information] to set up a conversation.

Thank you for considering this opportunity to invest in the future of [City Name]. Together, we can make a lasting impact on the lives of families and the future of our community.

Warm regards,
[Your Name]
[Your Title]
[Your Organization]
[Your Contact Information]

OPPORTUNITY 4: Garnering Resident or Community Support for Child Care Facilities

- Addressing concerns from neighborhoods or groups of residents regarding the introduction of a new child care facility.
- Educating the community about the need for child care to foster understanding and support.
- Alleviating concerns with data-backed responses to provide reassurance and clarity.

FORMAT: OP-ED OR BLOG

MESSAGE:

Title: Dispelling Myths About Child Care Facilities in Our Neighborhoods

When a new child care facility is proposed in a neighborhood, it's natural for residents to have questions or concerns. Will it bring too much traffic? Will it affect property values? Is it a good fit for our community? These are important questions, but the answers are often not what people expect.

Here's the reality: data shows that child care facilities not only provide crucial support to working families, but they can also be a positive addition to any neighborhood. Let's look at some of the most common concerns and how they can be addressed.

Concern No. 1: Traffic and Noise While it's true that there may be an increase in traffic during drop-off and pick-up times, child care facilities typically operate during regular business hours. This means any additional traffic happens during the day and usually subsides by the evening. Additionally, facilities often implement traffic management plans to minimize disruptions, and some parents may walk or bike, reducing the overall impact.

Concern No. 2: Property Values One common fear is that child care facilities may negatively affect property values. However, research shows the opposite. Families looking for child care options are often drawn to neighborhoods where facilities are readily available, which can actually enhance property values over time. Child care services make neighborhoods more attractive to families with young children and can contribute to a sense of community.

Concern No. 3: Community Fit Some residents may wonder if a child care facility will fit into the fabric of their

neighborhood. But just like schools, parks, and other essential services, child care facilities serve as a key part of a thriving community. They help parents stay in the workforce, support child development, and foster a family-friendly environment that benefits everyone.

By welcoming child care facilities into our neighborhoods, we are making a valuable investment in our community's future. Families with young children have better access to essential services, and the community becomes a place where everyone can thrive.

If you have questions or concerns about a proposed child care facility in your area, we encourage you to attend local meetings and learn more about how these facilities can positively impact the community.

FORMAT: SOCIAL MEDIA

MESSAGES:

Facebook/LinkedIn Post: "When a new child care facility is proposed in your neighborhood, it's natural to have questions. But did you know that research shows child care facilities can actually enhance property values and benefit the entire community? By supporting working families and providing essential services, these facilities help build a stronger, more vibrant neighborhood. Learn more about how they can positively impact our community: [Link]. #ChildcareSupport #CommunityGrowth #FamilyFriendly"

Twitter Post: "Concerned about a new child care facility in your neighborhood? Data shows it's a win/win! Child care facilities boost property values and strengthen communities. Let's address concerns with facts. #ChildcareSupport #StrongerCommunities"

Instagram Post: "Child care facilities aren't just for parents—they're for the whole community! They support working families, improve property values, and create a more vibrant neighborhood. Have questions? Let's talk about how these facilities can positively impact your area. #CommunityGrowth #SupportChildcare #StrongerTogether"

OPPORTUNITY 5: Encouraging Employers to Assist with Child Care for their Employees

- Urging employers to prioritize child care for their employees.
- Emphasizing the financial benefit offering child care assistance can bring to their companies.
- Informing companies and employers of the array of options for supporting their employees through child care assistance.

FORMAT: DIRECT COMMUNICATION

MESSAGE:

Subject: An Opportunity You Can't Afford to Miss

Dear [Employer],
I hope this letter finds you well. As the demand for quality child care continues to grow, I want to encourage you to consider offering child care support as a vital benefit for your employees. Investing in child care not only enhances employee satisfaction and retention but also contributes to a more productive and engaged workforce.

Research consistently shows that access to reliable child care is a significant factor in employees' ability to perform at their best. Many families struggle to balance work and child care responsibilities, which can lead to stress and decreased productivity. By providing child care options, employers can alleviate some of these pressures, creating a supportive work environment.

There are several options to support child care for your employees including:

- **On-site Child Care Facilities:** Offering on-site child care can significantly reduce commuting time for working parents, allowing them to spend more time with their children while fulfilling professional responsibilities.
- **Flexible Work Hours:** Providing flexible work hours can help employees better manage their child care needs.
- **Remote Work Options:** Allowing remote work can offer employees greater flexibility in balancing their job and child care responsibilities.
- **Child Care Subsidies:** Offering subsidies or financial assistance for child care costs can alleviate the financial burden on employees, enhancing job satisfaction and loyalty.
- **Partnerships with Local Child Care Providers:** Fostering partnerships with local child care providers can create a network of resources that benefits employees and positions the company as a leader in supporting families within the community.

I urge you to consider the benefits of offering child care solutions for your employees. By investing in child care, you are investing in the future success of your workforce and your

ADDITIONAL RESOURCES

Pulse has created an employer roadmap that provides additional options, data, and recommendations to support employers in offering child care support to their employees. The employer road map can be found [here](#).

organization. Together, we can create a more supportive and family-friendly work environment that benefits everyone.

Thank you for your time and consideration. I look forward to discussing this further and exploring how we can work together to support your employees.

Sincerely,
[Your Name]
[Your Title]
[Your Organization]
[Your Contact Information]

FORMAT: SOCIAL MEDIA

MESSAGES:

- Facebook/LinkedIn Post:** “Investing in child care for employees isn’t just a perk—it’s a game changer! Here’s why:
- 1. Increased Job Retention:** When employees feel supported with child care options, they’re more likely to stay with your company long-term.
 - 2. Boosted Job Satisfaction:** Access to reliable child care reduces stress and enhances overall well-being, leading to happier employees.
 - 3. Higher Productivity:** With peace of mind about their child care needs, employees can focus better and be more productive at work.

Let’s build a family-friendly workplace that empowers employees and strengthens our community! Learn more here [\[link\]](#) #Whenearlychildhoodworksweallwork #Childcarechampionsofmichigan #FamilyFriendly #InnovatingChildcare”

Twitter/Instagram Post: “Investing in child care for employees is a game changer! It boosts job retention, enhances job satisfaction, and increases productivity by providing peace of mind for working parents. A family-friendly workplace not only empowers employees but also strengthens our community. Let’s create a supportive environment for everyone! Learn more here [\[link\]](#) #Whenearlychildhoodworksweallwork #Childcarechampionsofmichigan #FamilyFriendly #InnovatingChildcare”

NEXT STEPS

SUMMARY

Below is a summary of the communication process.

- Step 1:** Identify interest holders, partners, and audiences for communication
- Step 2:** Identify appropriate communication channels for each audience
- Step 3:** Establish methods to collect and use feedback from your audience
- Step 4:** Create a consistent release schedule for communications and identify who will be responsible for the creation and release of messages

Step 5: Create messages for communication

Step 6: Release messages on respective communication channels

Step 7: Collect and use feedback from your audience

Step 8: Adjust messaging and communication in accordance with feedback received

THINGS TO REMEMBER

- Personal anecdotes are effective for garnering support.
- The messaging examples provided should be tailored to your community.
- Consistency in messaging is essential