

Step 3: Generate Awareness



Building local awareness and public will about early childhood care and development issues is imperative. Who is impacted by unmet child care needs and how? Why is this issue important to employers, educators, and local government? What can stakeholders do to act and advocate for increases in child care supply and quality? **Who do you need to get in front of?** See [Strategy 12: Launch a Recruitment Campaign.](#)



First define and refine your message, then think outside the “early childhood/child care box” and engage individuals and groups across sectors. Diversify for success!

Identify the Stakeholders

Public

Private

<p>Review the list of resources and partners generated in Step 2 and consider how each may help to increase local awareness, buy-in, and collaboration.</p> <p>Are there existing groups, meetings, programs, or conferences you can approach to share information? List those opportunities here.</p> <p>If the Rotary club has a monthly meeting, ask to be on the agenda. If there is a local “Resource Council”, find out how to join. Getting connected across the community is a win-win!</p>		
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Marketing & Outreach Strategies

Identify your **target audiences**.

Include everyone you need and want to reach: providers, partners, parents, and others depending on your community.

Consider those who will hear the message and those who will carry the message.



There may be sub-groups within target audiences. "Child care providers" as an audience includes:

- Child Care Centers
- Family Child Care Homes
- Religious-exempt programs
- Afterschool programs

Millennial parents are a huge CC audience! This generation will comprise 75% of the workforce by 2025. [Millennials and the Child Care Market](#).

AUDIENCE	MESSAGE	METHODS	CONTACT INFO/ WHO WILL MAKE CONTACT	DATE(S)

Marketing Methods

Online Presence / Social Media: Agency webpage, Facebook, Instagram, YouTube, QR codes

Media Outlets: TV, radio, newspaper/print, billboards, buses

Communications: E-newsletter, printed newsletter, letters/postcards, signage, posters

Networking: Join groups; share the message; be there in person; attend meetings and public forums; use focus groups. Create a parent group. Approach churches, community groups, seniors, service clubs, festivals, job fairs, and community events.

Grassroots: Word of mouth, knock on doors, table at grocery store

Marketing at churches, schools, library, laundromat, restaurants, partner agencies

Craft your message.

What are your **key talking points**?

Check the [Talking Points](#) section. Supplement with local data.

- 1. Community Need**
Use data and research to outline the problem.
- 2. Why It's Important**
What are the impacts on parents, children, schools, the community?
- 3. Proposed Solution**
Explain the project goals and plan.
- 4. Call to Action**
What role can the audience play?

While sharing your message, look for ways to create "child care ambassadors" who will internalize, personalize and help communicate your project goals and needs.



How will information be **communicated & distributed**?

Which marketing methods did you select? How will you "brand" your project?

See [Templates](#) for samples.

1. Printed materials
2. Online platforms
3. Presentations

Identify any **specific outreach** areas.

1. Regional
2. Local community
3. Specific areas of locality / neighborhoods
4. Targeted groups / audiences

Communications Planning

Communications Planning	ANSWERS	To Do/ WHO/WHEN	PLANS
<p>How often do you want to touch base with various audiences? Do you want to bring audiences together?</p> <p>Trust and relationship-building is a huge part of community partnerships. Connect with groups that share your focus, and find ways to immerse stakeholders and volunteers in your message and work. Strong communication helps your audiences become your partners.</p>			
<p>How will you use your marketing and outreach tools to gain support from local businesses?</p>			
<p>How might you use your marketing tools to seek funding, grants and private sponsors for your work to build child care supply?</p>			
<p>Celebrating success is important! How will you communicate progress to your core team, and to your community partners?</p>			