



Promoting the Benefits of Your Child Care Program

Many child care providers, especially ones new to the business, do not do a good job of promoting the benefits of their programs. They can easily list the features of their programs – the hours the program is open, the ages of children served, the fact that they are licensed. However, this does not give much information to parents trying to figure out the best program for their children. Parents want to know how a program will meet their needs and those of their children.

Features tell what the provider offers. Benefits show how the program will be of help to the children and parents. Features focus on the providers, while benefits focus on the children and parents.

Below are some samples of features and benefits. You can use the worksheet on the back to write out your own features and benefits. If you aren't sure, ask current and past parents in your program why they chose your child care. They will usually answer in terms of benefits. If you are new to child care, ask parents of small children why they chose their care arrangements.

Features	Benefits
<i>My program is open from 6:30 a.m. to 6:00 p.m.</i>	<i>My program fits with the schedules of working parents.</i>
<i>My program cares for children from infants through school age.</i>	<i>My program cares for all ages of children so parents don't have to split them up and take them to different locations.</i>
<i>My program is licensed.</i>	<i>My program meets all health and safety requirements to make sure your child is safe at all times.</i>
<i>My program serves breakfast, lunch and two snacks.</i>	<i>My program serves nutritious home-cooked meals. Weekly menus are posted so parents know in advance what we are serving everyday.</i>
<i>My program meets all child-to-staff ratio requirements.</i>	<i>My program's low child-to-staff ratios and small group sizes allow each staff to spend special time with each child.</i>
<i>My program's teachers are experienced.</i>	<i>My program's teachers are selected for their knowledge of child development, their experience with children, and their warmth and love for children. Most of my program's teachers have been with my program for more than 12 years.</i>

www.firstchildrensfinance.org
1-866-562-6801

Adapted from: *Family Child Care Marketing Guide: How to Build Enrollment and Promote Your Business As a Child Care Professional*, by Tom Copeland, J.D., Published by Redleaf Press, 1999.

www.redleafpress.org



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