



## **PRIORITIZE CHILD CARE ADVOCACY TOOLKIT**

### **Background Information**

Right now, members of Congress are deliberating on the details of the budget bill, also being called the budget reconciliation package. We have heard reports that child care investments are not currently included in the framework of the bill - but we can't give up!

As you know, high-quality child care is critically important for children, families, and our economy. It lays a strong foundation during the most critical period of a child's development - setting kids up for success to reach their full potential. And consistent and affordable child care plays an important role in parents' and caregivers' ability to remain engaged in the workforce, supporting economic opportunity for families and fostering a vibrant local economy for our state.

We need to make it clear to Congress that they **MUST** include funding to child care in the budget reconciliation bill. Congress needs to hear from parents, early childhood professionals, and advocates to show the groundswell of support for investing in child care.

Join us in sending a message to Senators Sherrod Brown and Rob Portman: **Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for our country's leaders to act to make committed and bold investments in children, families, and early childhood providers.**

**Additional Items to Consider:** We know that we cannot do this alone. We need all hands-on deck to ensure that Congress includes child care in the budget reconciliation package. When using this toolkit, consider sharing and engaging with the families you serve, employees, community partners, public school systems, local businesses and chambers of commerce, county associations, local policymakers, and more to join this movement.

#### ***What's included in the toolkit?***

- I. [Sample Email/Blog Post to Stakeholders](#)
- II. [Sample Social Media Posts and Graphics](#)
- III. [Sample Email/Letter to Families](#)



## EMAIL/BLOG POST TO STAKEHOLDERS

**Time is running out to save child care. Take action now!**

Right now, members of Congress are deliberating on the details of the budget bill, also being called the budget reconciliation package. We have heard reports that child care investments are not currently included in the framework of the bill - but we can't give up!

[CLICK HERE TO TAKE ACTION](#)

As you know, high-quality child care is critically important for children, families, and our economy. It lays a strong foundation during the most critical period of a child's development - setting kids up for success to reach their full potential. And consistent and affordable child care plays an important role in parents' and caregivers' ability to remain engaged in the workforce, supporting economic opportunity for families and fostering a vibrant local economy for our state.

Join us in sending a message to Senators Sherrod Brown and Rob Portman: **Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for our country's leaders to act to make committed and bold investments in children, families, and early childhood providers.**

[HELP US SAVE QUALITY CHILD CARE: TAKE ACTION TODAY!](#)

As deliberations continue about what will be included, we need to put pressure on Congress to prioritize child care funding to ensure it ends up in the final package. Our partners at Groundwork Ohio have shared a tool to help you send a message directly to Senators Brown and Portman urging them to prioritize child care.

[Please contact Senators Sherrod Brown and Rob Portman today!](#)

Thank you for using your voice to speak out on behalf of Ohio's youngest children and the early childhood education workforce.



## SOCIAL MEDIA CONTENT

### TWITTER

#### POST #1:

Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for Congress to act. Contact Senators Brown and Portman TODAY to urge them to prioritize child care in the budget reconciliation package. Take action:

[www.GroundworkOhio.org/takeaction](http://www.GroundworkOhio.org/takeaction)

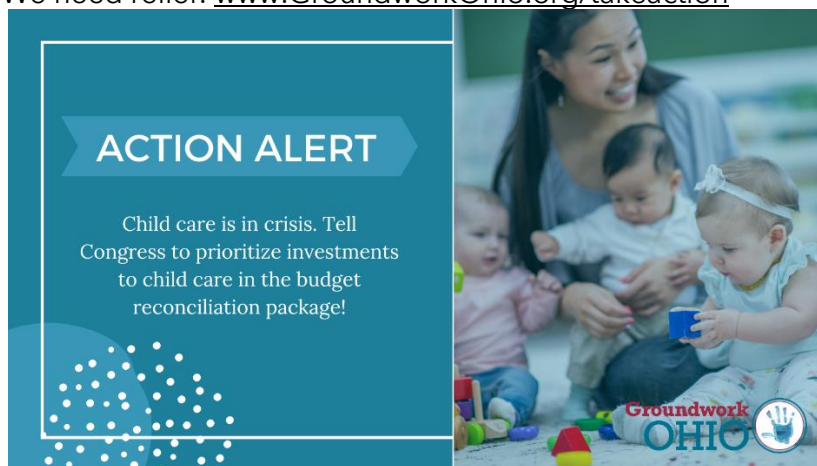


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#### POST #2:

We believe all young children deserve access to quality child care. That's why we need your help to ensure Congress prioritizes child care funding!

Take action now to send a message to Senators Brown and Portman: Child care is in crisis. We need relief! [www.GroundworkOhio.org/takeaction](http://www.GroundworkOhio.org/takeaction)



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**POST #3:**

YOUR ACTION NEEDED TO SAVE CHILD CARE: Congress has the opportunity to include investments in child care in the budget reconciliation bill. But we've heard reports that child care is NOT currently included.

Tell Congress to prioritize child care. Act now: [www.GroundworkOhio.org/takeaction](http://www.GroundworkOhio.org/takeaction)



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**FACEBOOK**

**POST #1:**

Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for Congress to act - we have to send them the message that child care funding MUST be addressed in the budget reconciliation.

Contact Senators Brown and Portman TODAY to urge them to prioritize child care investments in the budget reconciliation package. [www.GroundworkOhio.org/takeaction](http://www.GroundworkOhio.org/takeaction)



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**POST #2:**

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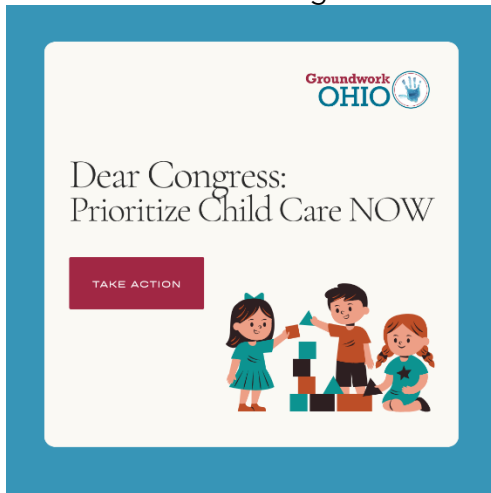


## INSTAGRAM

### POST #1:

Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for Congress to act - we have to send them the message that child care funding **MUST** be addressed in the budget reconciliation.

Contact Senators Brown and Portman **TODAY** to urge them to prioritize child care investments in the budget reconciliation package. Use the #linkinbio to send a message.



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### POST #2:

We believe all young children deserve access to quality child care. That's why we need your help to ensure Congress prioritizes child care funding!

Take action now using the #linkinbio to send a message to Senators Brown and Portman: Child care is in crisis. We need relief!



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**POST #3:**

**YOUR ACTION NEEDED TO SAVE CHILD CARE:** Congress has the opportunity to include investments in child care in the budget reconciliation bill. But we've heard reports that child care is NOT currently included. Tell Congress to prioritize child care. Act now using the #linkinbio



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## EMAIL/LETTER TO FAMILIES

Dear Families:

[INSERT PROGRAM NAME] believes that every infant and toddler - regardless of their race, their family's income, or the ZIP code where they live - deserves access to quality early childhood education.

As you know, high-quality child care is critically important for children, families, and our economy. It lays a strong foundation during the most critical period of a child's development - setting kids up for success to reach their full potential. And consistent and affordable child care plays an important role in parents' and caregivers' ability to remain engaged in the workforce, supporting economic opportunity for families and fostering a vibrant local economy for our state.

**Right now, members of Congress are deliberating on the details of the budget bill, also being called the budget reconciliation package. They have an opportunity to make investments to child care as part of this legislation. Unfortunately, we have heard reports that child care investments are not currently included in the framework of the bill - but we can't give up!**

Join us in sending a message to Senators Sherrod Brown and Rob Portman: Our child care system, which has long been underfunded and undervalued, is in crisis. Now is the time for our country's leaders to act to make committed and bold investments in children, families, and early childhood providers.

We are asking families and members of our community to call on Congress to do the right thing by prioritizing investments to child care in the budget reconciliation package. You can send a pre-drafted letter in less than 2 minutes by visiting: [www.GroundworkOhio.org/takeaction](http://www.GroundworkOhio.org/takeaction).

Thank you for taking action on this important issue,