

RAISING
CHILD CARE,
RAISING
AMERICA
MAY 19-22

Preparing for Advocacy Day

Messaging & Materials



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Speakers



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Child Care Aware of America*



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*Federal Policy Analyst
Child Care Aware of America*

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Agenda

- 1 The Child Care Landscape
- 2 Making the Case
- 3 Materials & Logistics
- 4 After Your Meetings
- 5 State Meeting Time

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Child Care Landscape



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The Child Care Sector

- Relief funding proved investing in child care works!
Now coming to an end
- States stepping up
- New 2023 data shows prices are rising but supply is at a standstill
- New Final Rule on CCDF

In Congress...

- It's an election year with slim majorities in BOTH chambers
- CCDBG received an increase in FY24
- The FY2025 Appropriations process has begun

The Perfect Time to Advocate

Congress
needs to hear
from YOU

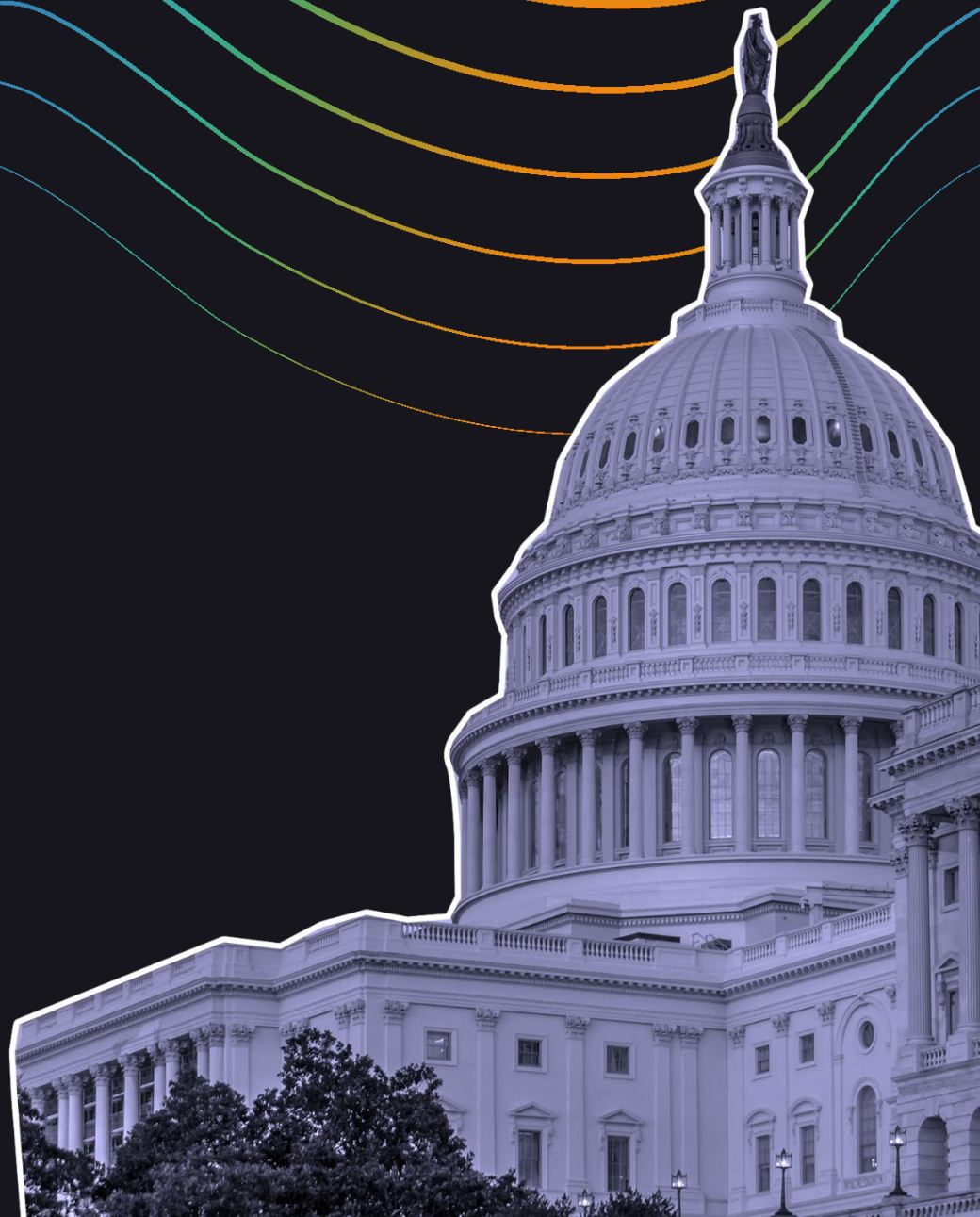


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Making the Case



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Making the Case

Talking Points / Our ask

- \$4.3 billion for CCDBG (\$12.4 billion total)
- Support strategies to increase supply, like grants

If you cannot lobby

- Ask for their support of child care this year
- Offer to assist them with visiting a child care program in the district

Supporting information

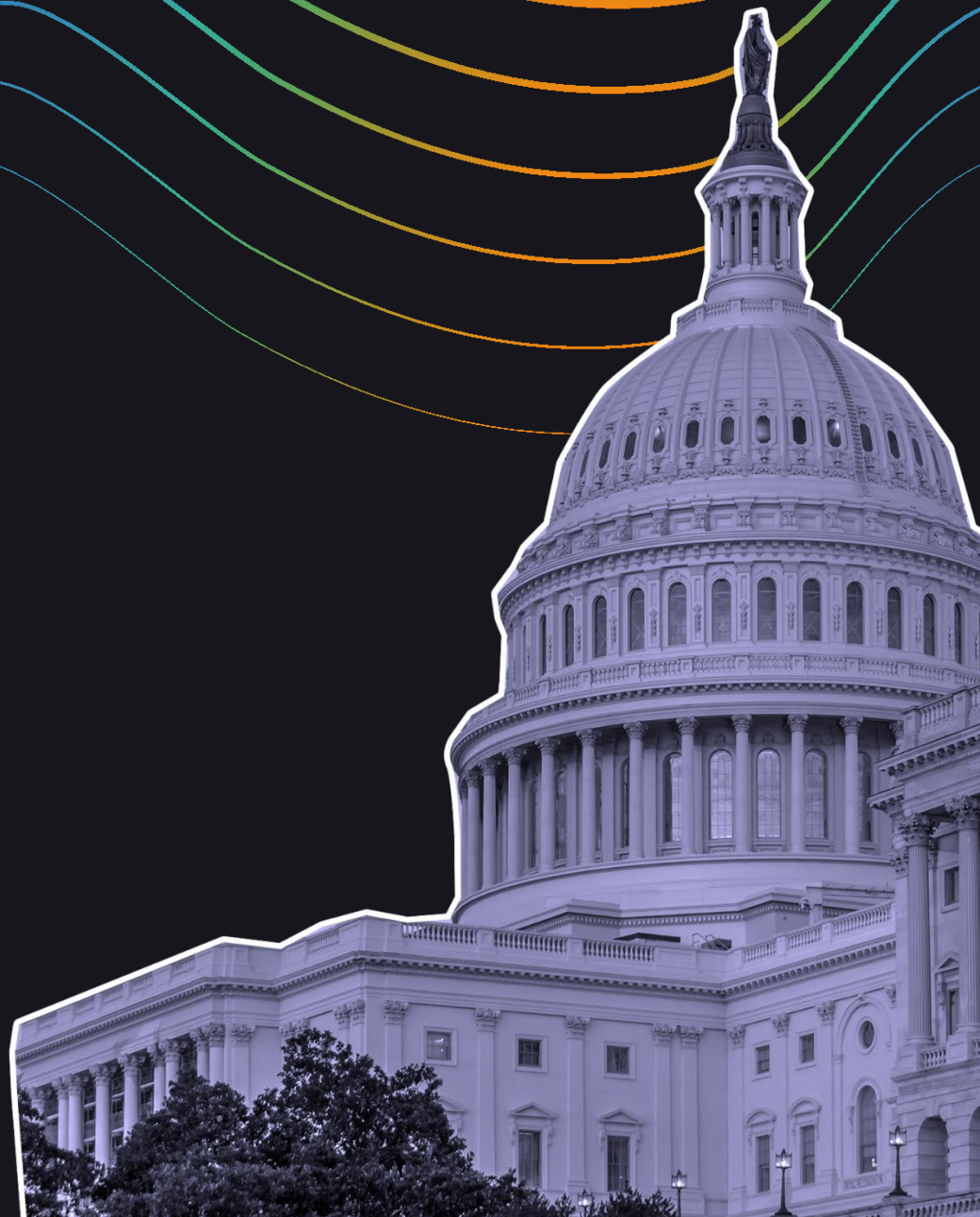
- Your state's price and supply data
- Stories from providers and families in your state / district
- Examples of what your state did with pandemic relief funding

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Materials



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Materials

Leave Behind E-mail to Offices (NOT physical folders/hand outs)

- Child Care at a Standstill webpage
- State-specific Price and Supply one-pagers
- FY25 Funding Letter to Congress
- Child Care Funding 101 one-pager

Advocate Meeting Resources

- Talking points
- Meeting tips and tricks one-pager
- Meeting planning worksheet
- Sample email text for leave behind email to offices
- Social media toolkit

Advocate Policy Resources

- Child care 101 one-pager
- Deregulation one-pager
- Explainer of CCDF Final Rule
- Family child care report
- Child and Adult Care Food Program (CACFP) one-pager
- Child Care for Working Families Act (CCWFA) one-pager



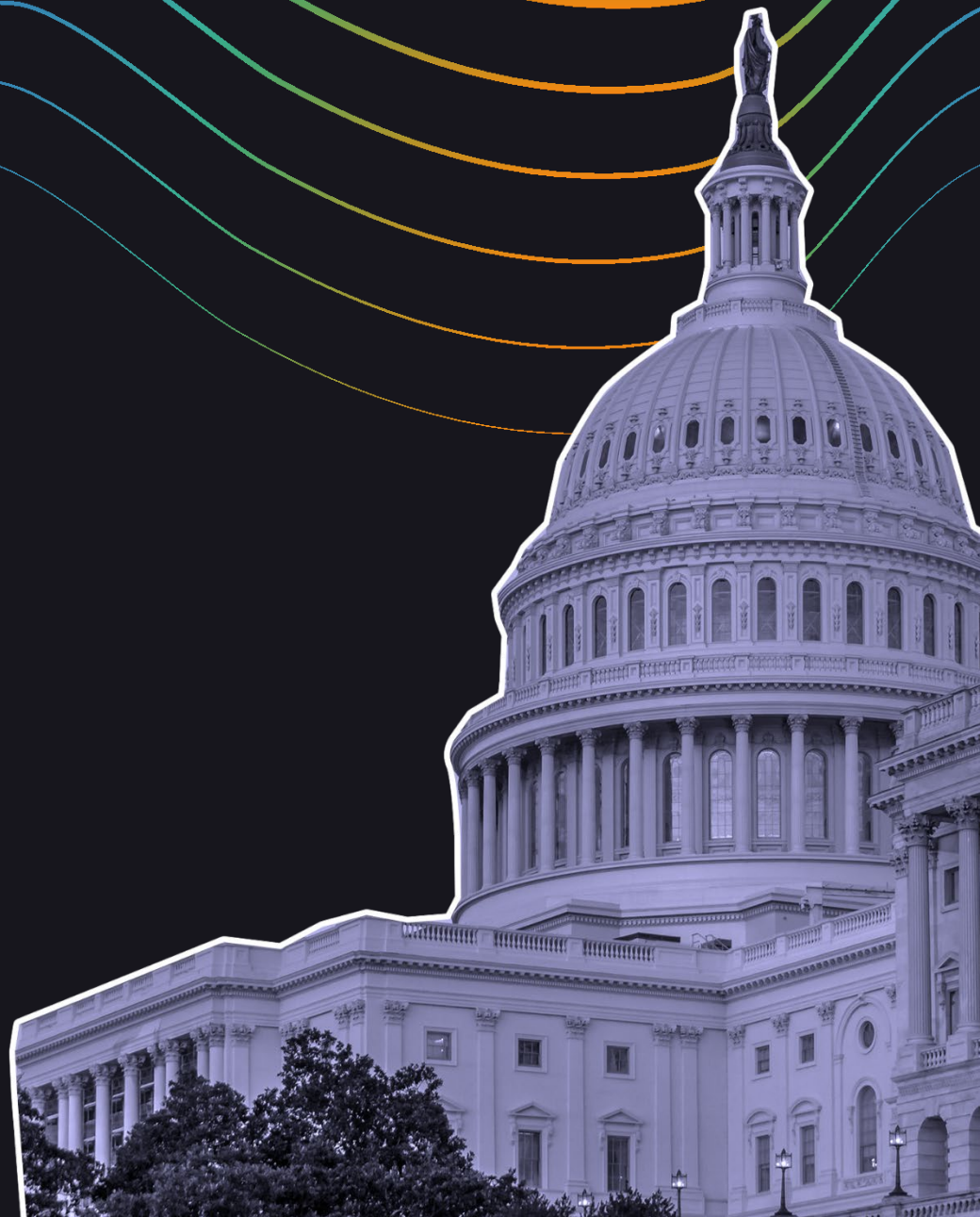
member.childcareaware.org/page/2024AdvocacyDay

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Logistics



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Logistics

State Planning Time

- Who's going to which meetings – split up if Rep meetings happening at same time for larger states
- Please let Christina know if there is a meeting where no one is a constituent / plans to attend

Leaving the Hotel

- Leave based on your state's first meeting time
- Coordinate state meeting spot at hotel
- Leave 45 – 60 minutes before first meeting to account for security
- Use Uber voucher to call an Uber, CCAoA staff will be in lobby to help

Attire

- Whatever you are comfortable in
- Hill staff dress in business casual
- Comfortable walking shoes

Logistics

House vs. Senate Buildings

- House buildings grouped / connected together and Senate buildings grouped / connected together
- 15/20 minute walk between House and Senate side
- Will have to go through security every time you enter a building
- Ask office to point you in direction of next meeting
- See Christina for map
- You may have CCAoA staff in your meetings to take photos

Prohibited Items

- Water and food okay for House/Senate buildings NOT for Capitol
- No large bags/ luggage

Lunch

- Dirksen Cafeteria (Senate)
- Rayburn Cafeteria (House)
- Longworth Cafeteria (House)

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After the Meetings



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Snacks & Debrief

Come back to the hotel for delicious snacks and debrief your meetings!

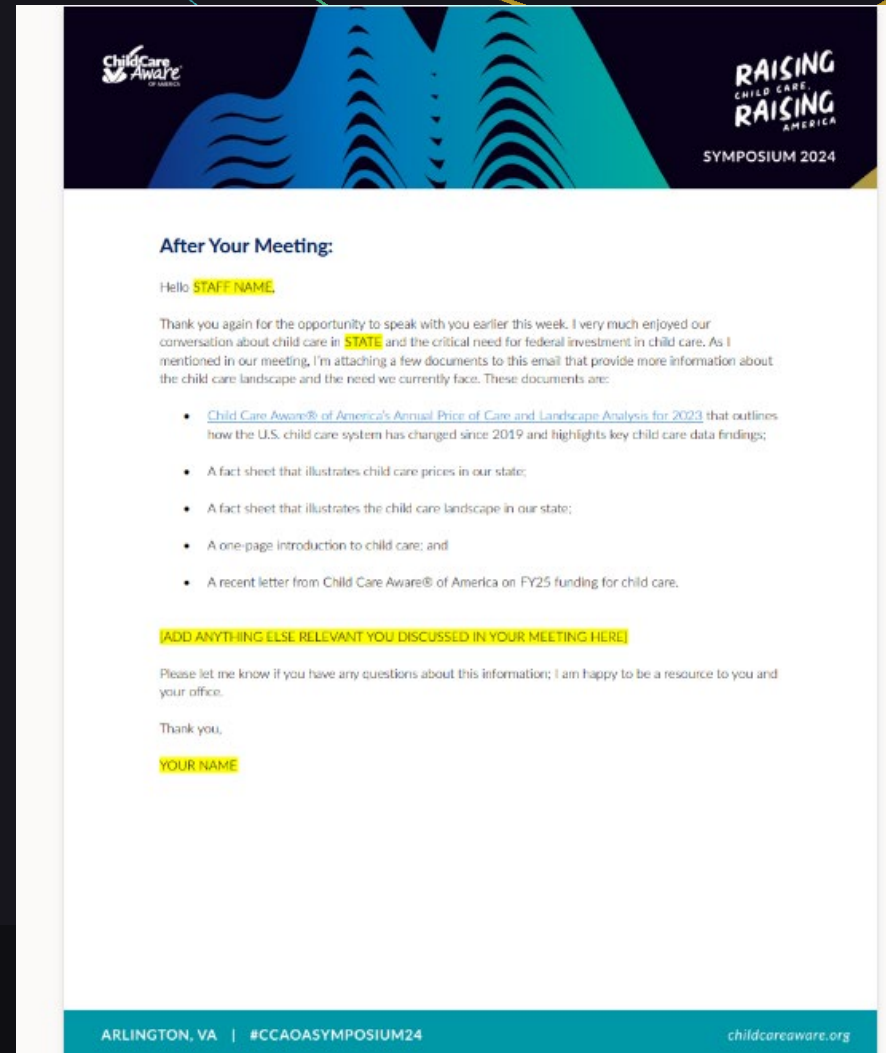
Snacks will start at 2 PM



Follow – Up Emails

Use this time to coordinate with your group to send your follow-up emails.

Use our template email for extra support.



Meeting Recap Form

Tell us about your meetings!

Please submit one form for each meeting.



qrco.de/childcare24

Act Now!

Type to search for officials, staffers, or contacts...

Type

Date: Time: Duration:

Notes (Optional)

Related Issues

Child Care

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State Meeting Time



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Groups for Meetings

You're sitting with your groups at your tables right now. Groups are organized by state and will attend meetings together.



Coordination & Agenda Planning

- ❑ Review Talking Points and Determine Key Messages
- ❑ Plan Your Meeting Agendas
- ❑ Coordinate transportation / meeting up on Capitol Hill



The image shows a 'Meeting Agenda Worksheet' for the 'RAISING CHILD CARE AMERICA SYMPOSIUM 2024'. The header includes the 'Child Care Aware of America' logo and the event title. The worksheet is divided into two main sections: 'Pre-Meeting Logistics' and 'Meeting Agenda'. Under 'Pre-Meeting Logistics', there are fields for 'Time and Location of meeting:', 'Legislator:', and 'Staff Contact:'. The 'Meeting Agenda' section contains a numbered list of four items: 'I. Introductions -', 'II. Talking Point 1 -', 'III. Talking Point 2 -', and 'IV. Talking Point 3 -'. The footer of the worksheet provides the location 'ARLINGTON, VA', the hashtag '#CCAOASYMPOSIUM24', and the website 'childcareaware.org'.

Meeting Agenda Worksheet

Pre-Meeting Logistics
Time and Location of meeting:
Legislator:
Staff Contact:

Meeting Agenda

I. Introductions -

II. Talking Point 1 -

III. Talking Point 2 -

IV. Talking Point 3 -

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Breakout Rooms

Room F-G - California

Room D-E - Washington

Room 5 - Massachusetts

Room 6 - New York

Ballroom - Everyone else!



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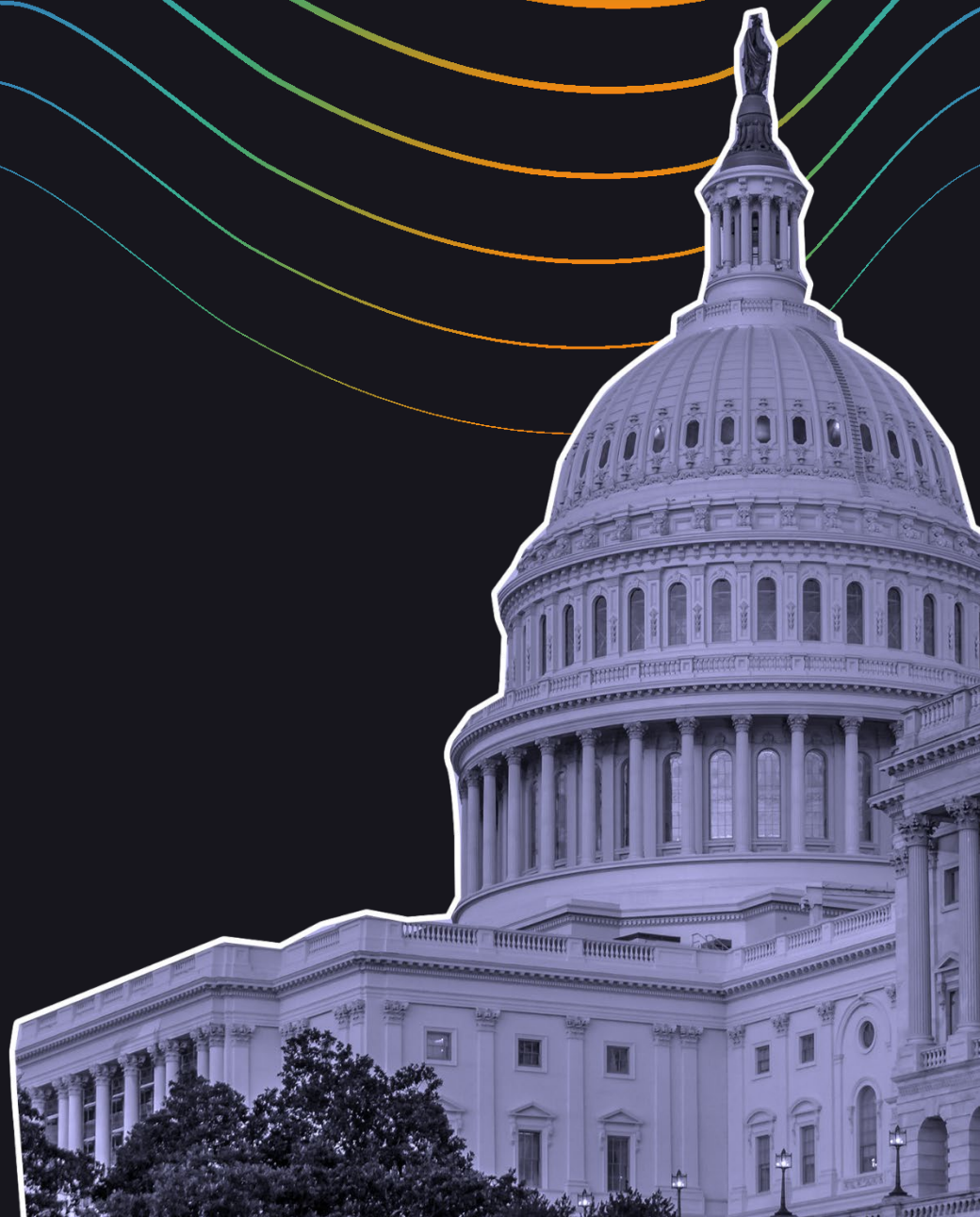
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Q&A

Open for General Questions



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Thank You