**Advocacy Ideas**

**In-Person Events**

* **Roundtable/briefing on federal relief implementation and why child care needs further investment**
* Hosted by CCR&R and/or other state organizations
* Member(s) of Congress can be invited to give a review federal relief funds and the status of future funding options
* Include panel of child care providers, parents, CCR&R staff, members of the business community, school districts, etc.
* Opportunity for audience to ask questions
* Consider inviting members of the media to attend, if agreed to by the speakers, or making speakers available to media following the private event to share a recap, reflections and stories
* **Town hall focused solely on child care and community and family needs**
* Member(s) of Congress hosts, CCR&R and state partner organizations ensure that parents, providers, and community members attend and come ready to ask questions about child care. A CCR&R or community leader can partner with the Member of Congress to answer questions if appropriate.
* Alternatively, advocates can look for already planned town hall events and show up to ask questions about child care.
* **Press conference/child care rally in a public space**
* Invite members of the media
* Invite families, providers, and community members to speak
* Invite Member(s) of Congress to speak
* **Site visit to CCR&R or child care program**
* Can be during operational hours so that Member(s) of Congress can see how the program operates, or after hours to allow policymakers to meet with educators.
* Great for photo-ops
* If in-person events aren’t possible, consider if a center director and in-home provider could each provide a “virtual tour” live or recorded over Zoom for policymakers to learn more about programs in their area.

**Virtual Events**

* **Virtual Roundtable/briefing on federal relief implementation and why child care needs further investment**
* Hosted by CCR&R and/or other state organizations
* Member(s) of Congress can be invited to give a review federal relief funds and the status of future funding options
* Include panel of child care providers, parents, CCR&R staff, members of the business community, school districts, etc.
* Opportunity for audience to ask questions
* Consider whether the event can be public, available as a recording after the fact, or whether some speakers will report out on the conversation to media or other community members. All would have value to advancing advocacy.
* If you have the technology, consider hosting on Facebook Live or livestreaming to Facebook.
* **Tele-town hall focused solely on child care and community and family needs**
* Member(s) of Congress hosts, CCR&R and state partner organizations ensure that parents, providers, and community members attend and come ready to ask questions about child care. A CCR&R or community leader can partner with the Member of Congress to answer questions if appropriate.
* Alternatively, advocates can look for already planned town hall events and show up to ask questions about child care.

**Digital Action**

* **Story collection and story sharing**
* Use any existing tools you have – forms on your website, requests to your networks on social media, or outreach to families and providers you work with to learn more about their child care story. Ask how additional support that increases compensation or decreases family co-pays would make a difference in their lives.
* Promote CCAoA’s tools to collect stories and we’ll make sure that when they are published you can use them, too. We make it easy for anyone to record video stories.
* Share any stories collected on social media, and when possible (and with help from CCAoA) directly with Members of Congress.
* **Messages to Congress**
* Send advocates to CCAoA’s digital action and encourage them to send a message to their Members of Congress
* Distribute CCAoA’s digital action in your emails and newsletters and on social media.
* **Collect signatures from your network on a petition, form, or other statement of support for investments in child care**
* CCAoA can help you brainstorm ways to leverage your network to take action

* **Coordinated social media actions, including Twitter campaigns with CCAoA’s Twitter focused alert in our action center.**
* **Send a personalized email to Congressional Staff**
* Email staff in the office of your Members of Congress. Use CCAoA’s template and personalize before sending.
* CCAoA can provide contact information for staff, reach out to anne.hedgepeth@usa.childcareaware.org for help.
* **Write an op-ed or letter to the Editor**
* Use our Talking Points
* Include information from your state

**Additional Resources**

[CCAoA’s Advocacy from Home Resource Page](https://www.childcareaware.org/our-issues/advocacy/day-on-the-hill-advocacy-toolkit/)

[The United Way of the Black Hills Elected Official Roundtable Toolkit](https://info.childcareaware.org/hubfs/Elected%20Official%20Table%20Quick%20Tips.pdf) (South Dakota)