Business Supports Companion Guide for CCR&Rs
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Introduction

The intended audience for this guide are Child Care Resource and Referral agencies (CCR&Rs), Child Care Aware® of America (CCAoA) members and other system-level leaders who provide consumer education, technical assistance, and resource and referral services to new and existing center and home-based child care providers. CCR&Rs are encouraged to share this guide with staff, peers or others who provide leadership on child care business development for child care providers through resource and referral, technical assistance, coaching, training, peer learning communities, communities of practices and other forms. Moreover, while the majority of the resources found in the guide can be accessed directly at childcareaware.org, there are also a number of resources requiring CCAoA membership. CCR&Rs and individuals interested in membership can find more information by visiting childcareaware.org/join.

Purpose

The purpose of this Business Supports Companion Guide for CCR&Rs is to:

1. Offer a directory of CCAoA resources designed to support effective business practices for home-based child care (HBCC) and child care center providers, both with a summary description and within a quick reference table.
2. Provide examples of how CCR&Rs and other system-level leaders may use the resources highlighted in the directory to support child care providers as well as their own agency staff.
3. Indicate which resources have been translated and are accessible in Spanish and which resources are CCAoA member exclusive benefits, and support efforts to recruit diverse and underrepresented early care and education providers.
4. Increase awareness of resources and equitable access to materials for underserved populations of families and providers.
Background

The early care and education field continues to face challenges stemming from decades of underinvestment and workforce retention issues. These challenges were exacerbated by the 2020 COVID pandemic, and the supply of child care options nationally is decreasing. While the number of center-based child care slots has increased slightly from 2020 to 2021, that number still falls short of pre-COVID levels and the number of home-based child care (HBCC) programs continues to decline (CCAoA Annual Child Care Landscape Analysis: 2021 Supply and Quality Trends).

We recognize the important role CCR&Rs play in the early childhood ecosystem. CCR&Rs have strong relationships ECE community and serve as hubs for information, resources and support to families with young children as well as the ECE workforce. Services provided through CCR&Rs and other system-level leaders help families find child care and support child care field.

In support of efforts to offer effective business strategies to child care programs, we developed a Business Supports Companion Guide. It provides an overview of over sixty (60) rich and timely resources that were developed by CCAoA to support the financial sustainability of child care businesses. This diverse compilation of business resources includes webpages, tip sheets, templates, flyers, brochures, recorded webinars and guides about opening and operating child care businesses. The topics for this collection of resources span from considerations when first opening a child care program to effective business strategies for operating and sustaining a child care business over time.

As the nation experiences a crisis in the demand for quality, affordable child care, now is the time to prioritize supporting child care programs with sound business practices that enable a strong start and provide business sustainability over the long term.
How CCR&Rs Can Benefit from Using the Guide: _______________________

This guide can assist you in your efforts to:

✅ Train staff (existing and new) about effective business practices.

✅ Guide child care centers and HBCC providers in implementing effective business practices by:
  • Using the resource as a standalone
  • Using it to develop customized training (T) and/or technical assistance (TA) for providers based on specific topics covered in the directory

✅ Identify which resources are included in your CCAoA membership (if you are a member)

✅ Offer Spanish language T/TA and resources about business sustainability for providers who prefer to receive the information in Spanish.

✅ Recruit Spanish-speaking providers by offering resources about opening and operating a financially sustainable child care business that have been translated into Spanish.

This guide will be helpful to CCR&Rs and other system-level leaders by directing them to resources for use within their program and services. As you review the guide, we hope you will identify opportunities to expand upon these resources and cultivate CCR&Rs’ relationships with other organizations and partners that support and provide business management support and programming.
Examples of How CCR&Rs Can Use the Resources Found in the Guide: ________________

There are many ways your agency can apply the resources above into your daily work to support child care programs and support training and onboarding of your staff. Below are examples of how to fold these resources into your offerings to support business sustainability. This list is not exhaustive. We encourage you to adapt these examples to meet the needs of your agency and your community.

How CCR&Rs Can Use the Resources to Support Child Care Programs:

- Encourage staff to bookmark links to the resources for quick referencing as they answer questions for prospective and existing child care providers.
- Frame discussions when delivering technical assistance (TA), either 1:1 or in a group, about supporting a child care business.
- Download and share the tip sheets (PDFs) with child care providers, either by printing or sending by email.
- Include information in newsletters and blogs for child care programs to highlight resources about financial sustainability.

How CCR&Rs Can Use the Resources to Support Agency Staff:

- Integrate these resources into your training for existing or new staff as part of the onboarding process to teach about strategies for supporting a child care business.
- Encourage staff to print and add the tip sheets to their training and TA toolbox.
- Facilitate partnership opportunities with Community Development Financial Institutions (CDFIs) for developing and delivering collaborative training and TA about financial education and business capacity building.

What You Will Find in the Guide: ________________

The resources highlighted in the guide were developed for child care programs, so they are ready to use and share. They are organized into the following topic areas: Financial Support, Legal/Tax/Insurance, Licensing Compliance, Opening a Child Care Program, Policy and Procedures, Quality Improvement, Record Keeping, Marketing and Recruitment. The guide outlines each resource by title, description, who it’s for (HBCCs, centers or both), what type of resource it is and whether it is available in Spanish. Finally, the appendix includes a quick reference guide with a list of all the resources mentioned in this guide.
Business Support Resources

## Financial Support

### Tip Sheet

**Title:** Financial Support and Sustainability  
**Description:** This two-page tip sheet (downloadable, printable PDF) discusses financial opportunities for child care businesses such as grants, loans/other funding opportunities and federal/state child care programs. It also offers strategies for operating a financially sustainable child care business.  
**Resource Type:** Tip sheet  
**Available in Spanish:** El apoyo financiero y la sostenibilidad

### Tip Sheet

**Title:** Partnering with CDFIs to Help Child Programs Access Financial Services and Information  
**Description:** This two-page tip sheet (downloadable, printable PDF) for CCR&Rs explains how Community Development Financial Institutions can support child care programs through financial services, grants, loans and financial education, and how to locate one in your area.  
**Resource Type:** Tip sheet

### Webpage

**Title:** Creating Your Program Budget  
**Description:** This webpage provides information about preparing a budget for a child care business and links to an interactive budgeting tool. It also discusses funding and financing opportunities.  
**Resource Type:** Webpage  
**Available in Spanish:** Preparar un presupuesto

### Tip Sheet

**Title:** Budgeting Tool  
**Description:** This interactive budget template and tool (that can also be downloaded and printed as a PDF) helps child care programs track revenues and expenses. This resource can also be accessed on page 29 of the Opening a Child Care Center Business Guide resource.  
**Resource Type:** Tip sheet (template)  
**Available in Spanish:** Herramienta de presupuesto
Title: Financial Sustainability
Description: This webpage highlights effective child care business practices. It discusses business bank accounts, grants, the “iron triangle,” shared services, child care business automation and marketing. It also links to resources about marketing and financing child care programs.
Resource Type: Webpage
Available in Spanish: Sostenibilidad financiera

Title: Financial Sustainability for Centers
Description: This four-page (downloadable, printable PDF) checklist of considerations for sound business and financial management for child care centers includes topics such as business bank accounts, grant funding and the “iron triangle.” It can be accessed on pages 5-9 of the Operating a Child Care Center Business Guide and requires CCAoA membership for access.
Resource Type: Business guide pull-out resource
Available in Spanish: Sostenibilidad financiera
Access Type: Membership Required*

Title: Financial Sustainability for Family Child Care
Description: This four-page (downloadable, printable PDF) checklist of considerations for sound business and financial management for family child care programs includes topics such as business bank accounts, grant funding and the “iron triangle.” It can be accessed on pages 10-13 of the Operating a Family Child Care Home Business Guide and requires CCAoA membership for access.
Resource Type: Business guide pull-out resource
Available in Spanish: Sostenibilidad financiera
Access Type: Membership Required*

Title: Financial Support and Sustainability for your Child Care Business
Description: This webinar recording is the third of a three-part series focused on business topics for child care providers. Topics included are common types of funding and potential local support to ensure a child care business remains financially strong and sustainable. The 63-minute recording can be accessed on-demand.
Resource Type: Webinar
Legal / Tax / Insurance

**Title:** Legal, Tax and Insurance Considerations

**Description:** This webpage presents legal, tax and insurance considerations for starting a child care business, such as choosing a legal structure, registering a business, obtaining an EIN, business taxes, business insurance, risk management, and federal and state employment laws. It also links to printable self-assessments for home-based and center providers about legal and insurance considerations.

**Resource Type:** Webpage

**Available in Spanish:** Consideraciones legales, fiscales y de seguros

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**Title:** Legal, Tax and Insurance Consideration for Centers

**Description:** This four-page checklist (downloadable, printable PDF) for providers interested in opening a child care center covers considerations for legal structure, business insurance, risk management and federal/state employment laws. It can be accessed on pages 22-25 of the Opening a Child Care Center Business Guide.

**Resource Type:** Business guide pull-out resource

**Available in Spanish:** Consideraciones legales y de seguros

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**Title:** Legal, Tax and Insurance Considerations for Family Child Care

**Description:** This four-page (downloadable, printable PDF) checklist for home-based child care providers interested in establishing a child care business covers considerations for legal structure, business insurance, risk management and federal/state employment laws. It can also be accessed on pages 22-25 of the Opening a Child Care Center Business Guide.

**Resource Type:** Business guide pull-out resource

**Available in Spanish:** Consideraciones legales y de seguros
Title: Licensing and Background Checks
Description: This webpage provides information about opening a child care program. Topics include state licensing (group size, health and safety standards, etc.), the licensing process and background checks. The webpage also includes links to downloadable checklists for child care centers and home-based child care providers about licensing and background checks.
Resource Type: Webpage
Available in Spanish: Licencias y verificaciones de antecedentes

Title: Licensing and Background Checks for Centers
Description: This two-page (downloadable, printable PDF) checklist for prospective providers interested in opening a child care center outlines the steps needed to become a licensed child care center business and for obtaining a background check. It can be accessed on page 14 of Opening a Child Care Center Business Guide.
Resource Type: Business guide pull-out resource
Available in Spanish: Licencias y verificaciones de antecedentes

Title: Licensing and Background Checks for Family Child Care
Description: This three-page (downloadable, printable PDF) checklist is for prospective home-based child care providers interested in becoming licensed and obtaining background checks. It can be accessed on page 14 of Opening a Family Child Care Home Business Guide.
Resource Type: Business guide pull-out resource
Available in Spanish: Licencias y verificaciones de antecedentes
Opening a Child Care Program

**Title:** Opening a Child Care Program  
**Description:** This comprehensive collection of webpages outlines considerations about opening a child care program. The resources discuss the steps necessary to open a child care business and link to interactive manuals designed to support home-based providers and child care centers.  
**Resource Type:** Webpage  
**Available in Spanish:** Abrir un programa de cuidado infantil

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**Title:** Are You Ready to Open a Child Care Business? (“Get Ready”)  
**Description:** This webpage includes information and steps to take specifically before opening a child care business. It explores the different types of regulated care, finding local supports, completing a self-assessment, and identifying whether there is a community need for child care.  
**Resource Type:** Webpage  
**Available in Spanish:** ¿Está listo para abrir un negocio de cuidado infantil?

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**Title:** Choosing the Right Location  
(Opening a Child Care Program -“Take Action”)  
**Description:** This webpage includes support for identifying a location for a child care program, including a discussion of zoning laws, restrictive covenants and state regulations, as well as tips for evaluating the proposed space. In addition, you can find links to complementary downloadable and printable resources, such as a questionnaire about finding a location for the child care program and a checklist that can be used as a guide when considering space for a home-based child care program.  
**Resource Type:** Webpage  
**Available in Spanish:** Elegir una ubicación adecuada
locate your business, qualifications for the staff you will need a license and how to apply for one. Whether you hope to open a child care business in a non-residential space (Child Care Center), you may need to have a child care license. Each state has requirements about which programs should be included in a child care licensing system that effectively serves all children's growth, development and educational advancement and safety needs.

### Will You Need a Child Care License?

#### How to Evaluate Your Space

1. **Structural Questions:**
   - Does the space have handwashing and toileting areas in the rooms occupied by the children?
   - Are there at least two exits on your ground floor that lead to the outside?
   - Do you have the right skills and temperament to operate a child care program on the floor of the building you wish to operate?

2. **Health and Safety Questions:**
   - Does the kitchen meet fire safety standards?
   - Does the kitchen meet required licensing and health standards?

3. **Accessibility Questions:**
   - Are families easily able to enter and exit the parking lot?
   - Are there convenient and safe parking spaces?

4. **Capacity and Compliance Questions:**
   - I checked neighborhood covenants and Homeowner Association (HOA) covenants to determine if I can operate a child care business in the rental property.
   - If I am renting a space, I checked the lease agreement to make sure that I can operate a child care center in my area.
   - I checked with my local Child Care Resource and Referral agency to see if I need a business license to operate a child care center in my area.
   - I checked with my state or local licensing office and asked about any building or zoning requirements regarding needed updates.
   - If you are renovating an existing space, have you checked state or local licensing requirements, you can begin the process of selecting a location for your child care center. If you are considering building, purchasing or renting a space, think about child care licensing requirements, you can begin the process of selecting a location for your child care center. If you are considering building, purchasing or renting a space, think about child care licensing requirements.

#### Environmntal Questions

- Think about the needs of your community as well. If you're thinking that owning and operating a child care center is right for you, you may be thinking about opening your own child care business. Use the questions below to guide you toward the first step.

#### Questions to Consider

1. **Business Ownership Questions:**
   - Are you ready to run a business?
   - Do you have the necessary training and education, “Where do you begin?”

2. **Child Care Business Questions:**
   - Do you have a passion for helping children and families, you may be thinking about opening your own child care business. Use the questions below to guide you toward the first step.

### Starting Your Child Care Business

This two-page, downloadable brochure can be shared with potential providers. Topics covered include: “Is a child care business right for you?” “Are you ready to run a business?” “Do you have the necessary training and education,” “Where do you begin?”
Title: Child Care Center Owner Self-Assessment
Description: This resource is meant to help potential child care center operators or owners think about why they want to open a child care center and if it is the right choice for them. This self-assessment tool includes personal and professional considerations as they start their journey. It can also be accessed on page 5 of Opening a Child Care Center Business Guide.
Resource Type: Business guide pull-out resource (downloadable PDF)
Available in Spanish: Centro de Cuidado infantil Autoevaluacion

Title: Child Care Center Community Needs Assessment
Description: This resource is meant to help potential child care center owners/operators determine the need for child care services in a given area. It can also be accessed on page 8 of Opening a Child Care Center Business Guide.
Resource Type: Business Guide pull-out resource (downloadable PDF)
Available in Spanish: Evaluación de necesidades para un centro de cuidado infantil

Title: Community Child Care Analysis for Centers
Description: Use this resource to compare your child care center to similar programs in your area. Then use the results of the comparison to help you identify unique strengths and areas for growth in your business. It can be accessed on page 14 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.
Resource Type: Business guide pull-out resource
Available in Spanish: Análisis del cuidado infantil de la comunidad
Access Type: Membership Required*
Family Child Care and Home-Based Providers

**Title:** Opening a Family Child Care Home Business Guide  
**Description:** This business guide will help potential regulated home-based providers begin the process of opening a home child care business by providing a template for identifying local resources that can support them through the start-up process.  
**Resource Type:** Business guide (PDF)  
**Available in Spanish:** Abrir Un Hogar De Cuidado Infantil Familiar Guía De Negocios De Cuidado Infantil

**Title:** Family Child Care Community Needs Assessment  
**Description:** This resource was developed to help potential home-based child care providers determine the need for child care services in their area. The assessment will help potential providers conduct a landscape analysis of current child care providers, understand the needs of families, compare rates of care and build their budget. It can be accessed on page 8 of Opening a Family Child Care Home Business Guide page and requires CCAoA membership to access.  
**Resource Type:** Business Guide pull-out resource (downloadable PDF)  
**Available in Spanish:** Evaluación de necesidades para el cuidado infantil familiar

**Title:** Finding a Location for Family Child Care  
**Description:** This resource is designed to help prepare providers for the process of determining a location for their home-based child care program. It can be accessed on page 34 of Opening a Family Child Care Home Business Guide.  
**Resource Type:** Business Guide pull-out resource (downloadable PDF)  
**Available in Spanish:** Encontrar una Ubicación

**Title:** Evaluating the Space for Family Child Care  
**Description:** These questions can be used as a guide as you consider spaces for your family child care home. This is NOT a licensing compliance checklist. Check with your licensing office and your local CCR&R regarding specific requirements that you will need to follow. It can be accessed on page 35 of Opening a Family Child Care Home Business Guide.  
**Resource Type:** Business guide pull-out resource (downloadable PDF)  
**Available in Spanish:** Evaluar el espacio
Title: Community Child Care Analysis for Family Child Care
Description: Your marketing efforts should highlight the ways your business stands out from others in your area. Use this resource to compare your family child care home to similar programs in your area. Then use the results of the comparison to help you identify unique strengths and areas for growth in your business. It can be accessed on page 14 of Opening a Family Child Care Home Business Guide and requires CCAoA membership to access.
Resource Type: Business guide pull-out resource (downloadable PDF)
Available in Spanish: Análisis del cuidado infantil de la comunidad
Access Type: Membership Required*

Title: Family Child Care Community Needs Assessment
Description: Use this resource to compare your home-based child care program to similar programs in your area. Then use the results of the comparison to help you identify unique strengths and areas for growth in your business. It can be accessed on page 8 of Opening a Family Child Care Home Business Guide and requires CCAoA membership to access.
Resource Type: Business Guide pull-out resource
Available in Spanish: Evaluación de Necesidades para el Cuidado Infantil Familiar
Title: Operating a Child Care Program
Description: This web-page serves as the landing page for all CCAoA public resources and tools to support fully operational home-based and center-based child care programs. It includes information to support financial sustainability, strengthen program structure, and implement quality early childhood education practices.
Resource Type: Webpage
Available in Spanish: Operar un programa de cuidado infantil

Title: Operating a Child Care Program Business Guide
Description: This business guide compiles a number of useful assessment tools and templates to help current or new child care center owners/operators establish business management practices to support the success of the program.
Resource Type: Business guide
Available in Spanish: Operar un centro de cuidado infantil exitoso
Access Type: Membership Required*

Title: Operating a Family Child Care Home Business Guide
Description: This business guide compiles a number of useful assessment tools and templates to help current or new home-based child care owners/operators establish business management practices to support the success of the program.
Resource Type: Webpage
Available in Spanish: Operar un hogar de cuidado infantil familiar exitoso
GUÍA DE NEGOCIOS DE CUIDADO INFANTIL
Access Type: Membership Required*

Title: Developing Your Policies and Procedures
Description: This webpage provides information to support child care programs in developing their policies and procedures, writing staff and family handbooks, and emergency preparedness.
Resource Type: Webpage
Available in Spanish: Desarrollar sus políticas y procedimientos
Title: Staff Handbook Topic List for Centers
Description: This resource was developed to guide child care centers as they establish program policies and write their staff handbook. It lists common employment topics such as employee benefits, conduct and workplace safety. It can be accessed on page 28 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.
Resource Type: Business guide pull-out resource
Available in Spanish: Plantilla de manual para personal
Access Type: Membership Required*

Title: Staff Handbook Topic List for Family Child Care
Description: This resource was developed to guide home-based child care programs as they establish program policies and write their staff handbook. It lists common employment topics such as employee benefits, conduct and workplace safety. It can be accessed on page 28 of the Operating a Family Child Care Home: Business Guide and requires CCAoA membership to access.
Resource Type: Business Guide pull-out resource
Available in Spanish: Plantilla de manual para personal
Access Type: Membership Required*

Title: Family Handbook Template for Centers
Description: This resource was developed to guide child care centers as they establish program policies and can be used as an outline as they write a family handbook. It lists common topics around family expectations such as registration and fees, positive guidance policies and family engagement. It can be accessed on page 29 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.
Resource Type: Business Guide pull-out resource
Available in Spanish: Plantilla de manual para las familias
Access Type: Membership Required*
Reducing the Financial Toll of Emergencies

Title: Reducing the Financial Toll of Emergencies

Description: Written in partnership with Tom Copeland, this three-page resource (downloadable, printable PDF) describes how home-based child care providers can protect the stability of their business in case of an emergency. Topics include establishing an emergency fund, conducting a household inventory, keeping business records in a safe place, identifying a backup caregiver and setting policies on parent and staff payments.

Resource Type: Tip sheet

How Insurance Protects You in an Emergency

Title: How Insurance Protects You in an Emergency

Description: Written in partnership with Tom Copeland, this five-page resource (downloadable, printable PDF) describes how insurance can protect a home-based child care business following an emergency. Topics covered include homeowner’s insurance, business property insurance, commercial business liability insurance, vehicle insurance and more.

Resource Type: Tip sheet

Business Continuity

Title: Business Continuity

Description: This webpage includes information about how business continuity planning can help child care providers recover quickly if faced with an emergency/disruptive event.

Resource Type: Webpage
**Quality Improvement**

**Title:** Strengthen Your Program Structure  
**Description:** This webpage includes practices and resources that can strengthen your program structure and help you work toward the success of your business.  
**Resource Type:** Webpage  
**Available in Spanish:** Fortalecer la estructura del programa

**Title:** Quality Practices for Early Care and Education  
**Description:** This webpage provides an overview of quality practices and concrete steps toward providing a high-quality early care and education environment for children in the program.  
**Resource Type:** Webpage  
**Available in Spanish:** Operar un centro de cuidado infantil exitoso

**Title:** Program Structure for Centers  
**Description:** This resource can be used to help child care centers assess the quality program structure relevant to health and nutrition, active supervision and safety, policies and procedures and more. It can be accessed on page 19 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.  
**Resource Type:** Business guide pull-out resource  
**Available in Spanish:** Estructura del programa  
**Access Type:** Membership Required*

**Title:** Program Practices for Centers  
**Description:** This resource can be used to help child care centers assess the quality of program practices relevant to developmentally appropriate practice, environment, curriculum and more. It can be accessed on page 33 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.  
**Resource Type:** Business guide pull-out resource (Operating Child Care Center Business Guide)  
**Available in Spanish:** Prácticas del Programa  
**Access Type:** Membership Required*
Title: Program Structure for Family Child Care
Description: The resource can be used to help home-based child care programs assess the quality of program structure relative to health and nutrition, active supervision and safety, policies and procedures and more. It can be accessed on page 33 of the Operating a Child Care Center: Business Guide and requires CCAoA membership to access.
Resource Type: Business guide pull-out resource
Available in Spanish: Estructura del Programa
Access Type: Membership Required*
Record Keeping

**Webinar**

**Title:** Webinar: Why Business Automation Matters to ECE Providers

**Description:** This webinar recording is part one of a three-part series that explores the benefits of Child Care Management Software (CCMS) to providers and the role business technology can play in stabilizing the sector in difficult times.

**Resource Type:** Webinar

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**Webinar**

**Title:** Webinar: Why ECE Provider Automation Matters to Intermediaries

**Description:** This webinar recording is part two of a three-part series that explores how child care management systems (CCMS) empower CCR&Rs to be more effective coaches for both business and pedagogical work.

**Resource Type:** Webinar

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**Webinar**

**Title:** Webinar: Business Automation + Business Training = High Impact Change

**Description:** This webinar recording is the conclusion of a three-part series that brings the strategies and resources identified in the first two parts of the series into application by exploring how child care management systems helped one CCR&R identify the problem, plan and implement a solution, and track results.

**Resource Type:** Webinar
Marketing

**Tip Sheet**

**Title:** Marketing a Child Care Program  
**Description:** This two-page tip sheet (downloadable, printable PDF) outlines strategies for marketing a child care program.  
**Resource Type:** Tip Sheet  
**Available in Spanish:** Comercializar un programa de cuidado infantil

**Webinar**

**Title:** Marketing Your Child Care Business Webinar  
**Description:** This webinar recording is the first of a three-part series focused on business topics for child care providers. Topics included in this session are marketing, recruiting, hiring, financing and sustaining a child care business. The 52-minute video recording can be accessed on-demand.  
**Resource Type:** Webinar

**Webpage**

**Title:** Market Your Program  
**Description:** This webpage includes resources for child care programs seeking to develop a marketing plan. Topics covered include developing a mission statement, completing a needs assessment, strategies for attracting families to child care programs and creating a communication plan. In addition, it includes resources such as marketing plan templates, sample marketing strategies/budgets and a downloadable tip sheet about marketing a child care business.  
**Resource Type:** Webpage  
**Available in Spanish:** Comercializar su programa

**Business Guide Pull-Out**

**Title:** Marketing Plan Template for Centers  
**Description:** This two-page marketing plan template (downloadable, printable PDF) helps child care centers develop a marketing plan. It outlines topics such as program mission and philosophy, market analysis, community child care analysis, determining your audience, developing strategies and setting objectives. It can be accessed on page 43 of the Opening a Child Care Center Business Guide.  
**Resource Type:** Business guide pull-out resource  
**Available in Spanish:** Plantilla de plan de marketing
**Title:** Marketing Plan Template for Family Child Care  
**Description:** The two-page marketing plan template (downloadable, printable PDF) helps home-based child care providers develop a marketing plan. It outlines topics such as program mission and philosophy, market analysis, community child care analysis, determining your audience, developing strategies and setting objectives. It can be accessed on page 45 of the Opening a Family Child Care Home Business Guide.  
**Resource Type:** Business guide pull-out resource  
**Available in Spanish:** Plantilla de plan de marketing

**Title:** Sample Marketing Strategies and Budget for Centers  
**Description:** The sample marketing strategies and budget sheet (downloadable, printable PDF) helps child care center administrators who are considering marketing strategy, person responsible, timeframe and budget as part of a marketing plan. It can be accessed on page 45 of the Opening a Family Child Care Home Business Guide.  
**Resource Type:** Business guide pull-out resource  
**Available in Spanish:** Muestra de estrategias y presupuesto de mercado

**Title:** Sample Marketing Strategies and Budget Family Child Care Homes  
**Description:** The sample marketing strategies and budget sheet (downloadable, printable PDF) helps home-based providers who are considering marketing strategy, person responsible, timeframe and budget as part of a marketing plan for home-based child care providers. It can be accessed on page 45 of the Opening a Family Child Care Home Business Guide.  
**Resource Type:** Business guide pull-out resource  
**Available in Spanish:** Muestra de estrategias y presupuesto de mercado
Recruitment

**Tip Sheet**

**Title:** Recruiting and Hiring Child Care Staff  
**Description:** One-pager summarizing tips and strategies for recruiting, hiring and retaining child care staff.  
**Resource Type:** Tip Sheet  
**Available in Spanish:** Reclutar y contratar a personal de cuidado infantil

**Webinar**

**Title:** Recruiting and Hiring Staff Webinar  
**Description:** This recorded webinar is the second of a three-part series focused on business topics for child care providers. Topics included in this session are recruiting and hiring qualified staff for a child care business. The 61-minute video recording can be accessed on-demand.  
**Resource Type:** Webinar  
**Access Type:** Membership Required*
Conclusion

Child Care Aware® of America is delighted to collaborate with Child Care Resource and Referral agencies, CCAoA members and other system-level leaders to deliver services around effective business practices through this Business Supports Companion Guide for CCR&Rs. These resources were developed to aid CCR&Rs as they provide essential technical assistance and professional development to child care providers. We encourage you to add this guide to your agency’s toolbox and utilize these resources in your efforts to promote equitable, high-quality child care and business longevity in your communities. As you embed these resources into your offerings, consider these next steps:

- How can we expand upon these resources and cultivate CCR&Rs’ relationships with other organizations and partners that support and provide business management support and programming?
- How can we ensure these resources are accessible to all providers, especially those that may be underserved and underrepresented?
- How can we strengthen and frame our services in a way that promotes engagement and investment in the early childhood workforce?

We hope you will find it useful and we welcome any feedback you have for us about how you use it or how it can be improved at learnmore@usa.childcareaware.org. By providing child care programs with the resources and tools for starting and sustaining their businesses, together we are supporting the early childhood workforce, the broader workforce and, by extension, children and their families.

Finally, future investments are crucial to support the work of CCR&Rs to help child care providers build effective and sustainable business practices. If you’d like to learn more about sharing with policymakers the importance of long-term investments for child care and CCR&Rs, check out our advocacy trainings and resources.

CCAoA develops Technical Assistance (TA) resources for Child Care Resource and Referral agencies (CCR&Rs) and other system-level leaders. If you need additional help, we invite you to request personalized support from our technical assistance team by filling out this form.
This Quick Reference Guide lists the CCAoA business support resources by provider type for HBCC, and additional resources that can be used for both in a quick, easy-to-access table.

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## Center-Based Child Care Quick Reference Guide

This Quick Reference Guide lists the CCAoA business support resources by provider type for CBCC, and additional resources that can be used for both in a quick, easy-to-access table.

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# Child Care Programs Quick Reference Guide

(These resources can be used by both center-based and HBCC)

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