



## Provider Appreciation Day®

MAY 12, 2023



# Provider Appreciation Day® Advocacy Toolkit:

## How to Include Elected Officials in Your PAD Event

Building relationships with elected officials is one of the most effective ways to engage in child care advocacy and Provider Appreciation Day® (PAD) offers a perfect opportunity. Child Care Aware® of America encourages advocates to use this toolkit to guide them in including elected officials in events held to celebrate PAD on Friday, May 12, 2023. For more information about hosting a PAD event, visit [providerappreciation.org/provider-appreciation-day-webinars/](https://providerappreciation.org/provider-appreciation-day-webinars/), to watch the PAD information session webinar.

### Things to Consider Before Inviting Elected Officials

In addition to celebrating the incredible work of providers, hosting a PAD event is also a great way for advocates to spread the word about the importance of child care in their community. This includes inviting your local elected officials to build relationships to remind them about the essential work child care providers do in your community.

There are many choices of elected officials your organization can invite. When thinking about which to invite, consider different leaders at your local and state levels:

1. *State:* If there has been a lot of child care activity at your state level, consider inviting your state officials, including your Governor, state representatives and state senators.
2. *Local:* If there has been a lot of child care activity at your local level, consider inviting your local officials, including your mayor, city council members and county supervisors.

### How To Invite Your Elected Officials

Once you have determined who you would like to invite, the next step is to reach out. Asking your elected officials to attend your event may sound daunting at first, but remember, legislators meet with constituents often, and they rely on your expertise and experience to craft policies that meet the needs of your community. Use the steps below as a guide as you plan your event and make the ask.

#### Plan Ahead

Finalizing your event date in the early planning stages is crucial in ensuring that your elected officials have enough time to include your event in their calendars. You will want a confirmed event date before your initial outreach to your elected official's office.

## Reaching Out

Once you have solidified your date and venue, it's time to connect with your elected official's office. If you are unsure who your elected officials are or the best way to contact them, [go to](#) , and input your address to view contact information for your elected officials.

- **Send an email/or make a phone call:** Use one of the templates below to reach your elected official's office. Make sure to include all the key details of the event, such as date, time, location and purpose.
- **What If They Are Unavailable:** If the office tells you that your elected official isn't available on your designated day, thank them for their time, offer to keep in touch, and follow up with resources where they can learn more about child care. This interaction is still a good step to building a relationship with your elected official's office and can lay a foundation for future events or meetings.

## Other Considerations

### Inviting Reporters

Inviting media is a great way to spread the word about your PAD event, both before and after it occurs. Before reaching out to the media, connect with your elected official's staff to ensure that all parties are comfortable with media being present, and stay in communication with your elected official's staff regarding media invites. Refer to our Media Outreach toolkit for in-depth information on reaching out to reporters.

## After The Event

### Follow Up with Your Elected Officials

In the days after your event, send a thank-you note to the elected officials who attended. This is an opportunity to further your relationship with them and provide resources for them to learn more about child care policies impacting your community on reaching out to reporters.

### Share On Social Media

Conversations around child care investments are happening daily on social media platforms, especially Twitter. Sharing photos of the event on social media afterward is another way to thank your elected officials. Include a photo from the event, tag your elected officials and [@childcareaware](#), and use the [#PAD2023](#) at the end.

### Follow Up with CCAoA

We would love to hear about your event, your experience connecting with your elected officials, and if there are ways we can improve our resources for you in the future. Let us know how it went using this brief [form](#).

**For any questions, please contact [takeaction@usa.childcareaware.org](mailto:takeaction@usa.childcareaware.org).**

# Templates

## Template Email – Invitation

Utilize the sample email invitation below to send to your elected officials.

**Email Subject Line:** Celebrate Provider Appreciation Day with us!

Dear *[State Representative/State Senator/Mayor/Dr./Honorable/Councilmember Last Name]*:

We are delighted to invite you to an event celebrating Provider Appreciation Day (PAD) on May *XX*, 2023, at *TIME* at *LOCATION*. PAD is a special day in the year to recognize the tireless efforts of providers who care for children.

This celebration will honor the work of early care educators from our community, and we would love it if you could join us in the festivities to commemorate them. We expect *(fill in who is likely to attend here, e.g., “child care providers from across the county” or “our partners at ...”)* to also join the celebration.

Please do let us know if you need any additional information about the event. If you are not able to attend, we would be happy to provide you with resources to learn more about PAD and the state of child care in our community. We would love to stay in touch with you and your office in the future.

We look forward to your attendance at our Provider Appreciation Day celebration and your engagement in our exciting work on behalf of our community’s children, families and educators.

Sincerely,

*Name*

*Title*

*Organization*

*Work Contact information*

## Template Phone Script – Invitation

Call your elected officials (State Representative/State Senator/Mayor/Dr./Honorable/Councilmember) using the script below to invite them to a Provider Appreciation Day event nearby. Reminder – You can find your elected officials’ names and contact information on this page [www.childcareaware.org/our-issues/public-policy/find-your-legislator/](http://www.childcareaware.org/our-issues/public-policy/find-your-legislator/).

**Email Subject Line:** Celebrate Provider Appreciation Day with us!

- Hello, I’m *(Your Name)*, a constituent of *(Elected Officials Name)* from *(Your City)*.
- I’m calling on behalf of *(Name of Workplace)* to formally invite *(Elected Official’s Name)* to our 2023 Provider Appreciation Day event on *(Date and Time of the Event)* to recognize child care providers, teachers and educators of young children.
- We hope to have several members of the community present, including our organization’s staff, families served by child care and the honored providers themselves.
- We would be honored to have *(Elected Officials Name)* join us in celebrating these essential educators on Provider Appreciation Day.

## Template Email – Post Event Thank-You

Utilize the template thank-you email invitation to send to elected officials that attended your event.

**Email Subject Line:** Thank you for attending our event!

Dear *[State Representative/State Senator/Mayor/Dr./Honorable/Councilmember Last Name]*:

On behalf of all of us at *[Name of Workplace]*, thank you for attending our Provider Appreciation Day celebration on *[Insert Date]*. Your presence at our event made it even more special, and we are grateful for your support. We look forward to staying in touch with you in the future.

In the meantime, check out *[Input a resource about child care in your community, for example, “Child Care Aware® of America’s latest Catalyzing Growth report for more information about the current state of the child care sector.]* We hope to be a resource for your office, and please do not hesitate to contact us with any questions.

Sincerely,

*Name*

*Title*

*Organization*

*Work Contact information*

## Template Social Media Copy

Utilize the template below to share about your PAD event on social media.

**Tweet #1:** *[@elected officials handle]* Thank you for attending our #PAD2023 event to honor early care educators and their work for our community! We look forward to working together in the coming year to continue supporting our local child care community. @childcareaware

**Tweet #2:** Today, early care educators with *[insert @CCR&R handle or write their name]* met with *[insert @elected officials handle]* to share how vital child care providers are in our community to keep our children safe and nurture their curiosity. @childcareaware #PAD2023 #investinchildcare

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