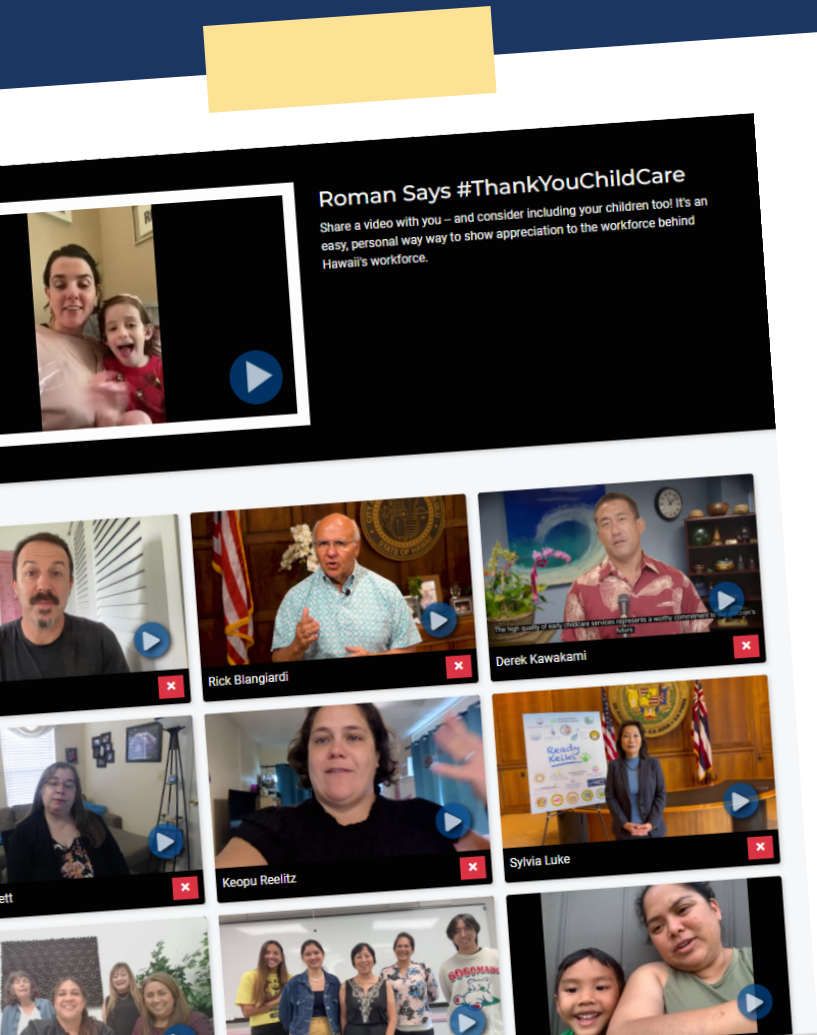


Say #ThankYouChildCare

The Official Video Gathering Guide for
Provider Appreciation Day® 2024



Scan here to
get started!



Introduction

Provider Appreciation Day is on **May 10, 2024**. The [#ThankYouChildCare](#) campaign celebrates the work of child care providers across the nation. This essential workforce keeps our children safe, nurtures their curiosity and prepares them for a lifetime of learning and growth.

The first Provider Appreciation Day was held in 1996 by a group of volunteers in New Jersey who realized the need to recognize the tireless efforts of the providers who care for children of working parents. This May, Child Care Resource and Referral (CCR&R) agencies, child care advocates, community-based organizations, government entities and like-minded individuals will participate in Provider Appreciation Day celebrations across the country

Child Care Aware® of America (CCAoA) celebrates Provider Appreciation Day each year to amplify our nation's collective gratitude for those who support the social, emotional and physical wellbeing of our youngest children.

Why video?

We invite you to show your gratitude for the child care workforce by recording a video as part of the [#ThankYouChildCare](#) campaign.

Video is effective because:



- 1. It's personal.** Share how child care professionals have supported you or your child. People connect with stories and emotions.



- 2. It's easy.** Our platform makes it easy to record with the click of a button and it takes less than 60 seconds to record your message.



- 3. It's accessible.** Over 30 million Americans used social media in 2022 to share news and information (Statista). There are so many ways to say thank you but using a “share” button for social media is the most recognizable. Consider sharing your video directly with your child care provider to show them your gratitude.



Who This Toolkit is For

This toolkit is for anyone looking to raise awareness of their local child care workforce. It's especially helpful for:

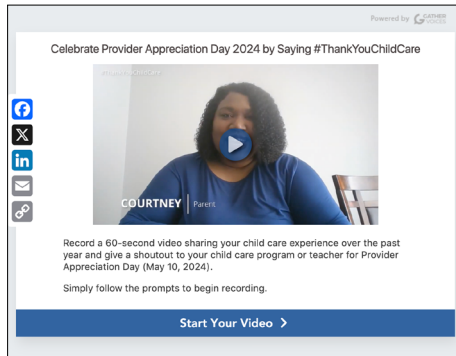
- Child care resource and referral agencies
- Child care program/center directors
- Community-based organizations that support and interact with the child care workforce
- Local businesses and affinity groups (e.g., the local Chamber of Commerce)

One of the best ways to celebrate child care providers is by recording an appreciation video and sharing it with them.

Get Started in 4 Easy Steps!

1 Record your own video.

This helps you understand the process AND you can use this video as an example in your requests to families and community leaders. Here's the information you'll be asked to share:



1. Your name, the child care program and/or the first name of the provider you are thanking. Feel free to include your little one(s).
 - a. Example: *Hi! My name is Lisa, and this is my son Marco. We want to wish Marco's teacher a happy Provider Appreciation Day!*
2. Share your connection to child care.
 - a. Example: *My family and I have been so grateful to have our son in child care three days a week. His program is loving and supportive and brings out his curiosity. His teachers make it possible for my husband and I to go to work.*
2. Share your appreciation and thanks for the child care field. You could share why child care is so important to you and your community.
 - a. Example: *My son's program is loving and supportive and brings out his curiosity. His teachers make it possible for my husband and I to go to work. Thank you, Little Gems Child Care, for all you do for our family!*
 - b. Example: *I'm thankful that child care providers have helped my friends and neighbors be able to go to work and support their families.*
 - c. Example: *Child care providers help my community by allowing us all to go to work.*

Pro-Tip:

Set your deadline and communicate it often! Ask for videos about one month before Provider Appreciation Day so you can share them on social media and generate even more videos.

Suggested deadline: April 10, 2024

2 Request videos on social media using these sample messages:



Access sample marketing language in Spanish for your social media, email, and newsletter in the official toolkit. *Acceda a un lenguaje de marketing de muestra en español para sus redes sociales, correo electrónico y boletín informativo en el kit de herramientas oficial.*



Social Media

1. [Name of Organization] is collecting #ThankYouChildCare videos to show #childcare providers our gratitude. Add your voice by recording a video by [insert deadline]: <https://hubs.li/Q02frPSHO>

2. I'm saying #ThankYouChildCare because of all the ways #childcare providers have allowed me to [do my work/support my family, etc.]. Will you join me in recording a video? <https://hubs.li/Q02frPSHO>

3. We want to hear from you! Why do you say #ThankYouChildCare? Record a 60-second message thanking providers in [area/region] and we'll showcase them on Provider Appreciation Day (May 10): <https://hubs.li/Q02frPSHO>

Email Template

Greetings!

As we prepare to celebrate child care providers as part of Provider Appreciation Day on May 10, we invite you to record a 60-second video (<https://hubs.li/Q02frPSHO>) of gratitude thanking providers in your community and sharing how child care has helped you and/or your community.

Child Care Aware of America is seeking video submissions by Wednesday, April 10.

Thank, celebrate and appreciate child care providers with a video message. It may be featured on CCAoA's website, social media and more.

Questions? Reach out to Meg Biallas, senior manager, digital marketing: meg.biallas@usa.childcareaware.org.

Best,
[your name]

Newsletter Template

Headline: Say #ThankYouChildCare with a short video message!

Blurb:

To celebrate Provider Appreciation Day on Friday, May 10, [Name of Organization] is inviting you to record a short video message (less than a minute!). Your video will be featured by [Name of Organization] and Child Care Aware of America to show our love and support for the professionals who care for our children. It's easy to record: just [click the link here](#) and follow the prompts. Please share your video by Wednesday, April 10.

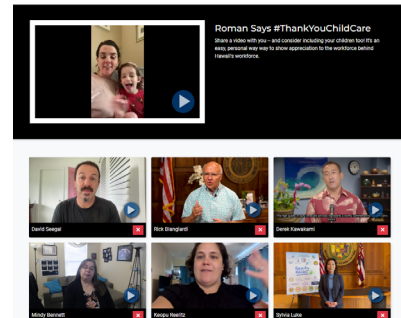
[Include graphic if possible]

Other Ways to Share

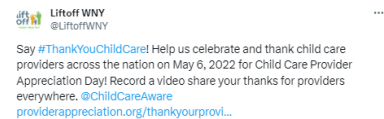
1. Share with a listserv/your local coalition.
2. Mention it in a meeting and share your video to bring it to life!

3 Watch the videos roll in!

Visit www.providerappreciation.org to see the full gallery of videos.

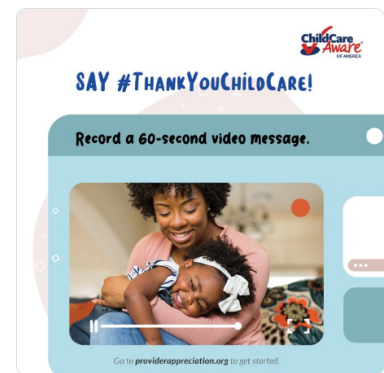


4 Share the video gallery on your organization's social media accounts to encourage more people to record.









Want to go an extra step?

Connect with our [Membership Team](#) to request the original video files from your community so you can share them more widely. CCAoA members who solicit videos from their community will receive access to all videos collected and are free to use the footage as they see fit. CCAoA reserves the right to use the videos externally.



4:40 PM - May 2, 2022

Tips for Success

- 
 - Record a video of your own before asking others to do so. This generates trust.
- 
 - Make your requests/invitations personal. Invite your board members, your family members or your coworkers.
- 
 - Always communicate a deadline .
Example: *CCAOA is looking for videos by Wednesday, April 10.*
- 
 - Record a great video.
 - Keep it short.
 - Write your message out ahead of time. With our platform, you can always re-record.
 - Practice a few times in front of a mirror.
 - Try to record your video in a well-lit area with few distractions.
 - Don't stress! Remember, our only goal is to ensure providers feel appreciate.
- 
 - Set a video collection goal and share it far and wide.
Example: *"We want to show how much members of our community care about the child care professionals who work here." [Name of Organization]*
- 
 - Share the videos as they come in.
 - Review the request page to see what videos have come in.
 - Email us to receive the video files from your community.
 - Share them on your social media channels with a sample post, encouraging even more people to record their own videos.

When should I promote Provider Appreciation Day videos?

- We recommend promoting as soon as possible, through Provider Appreciation Day on Friday, May 10.
- If you are unsure or have questions, we can work with you to determine the best frequency for promotion.

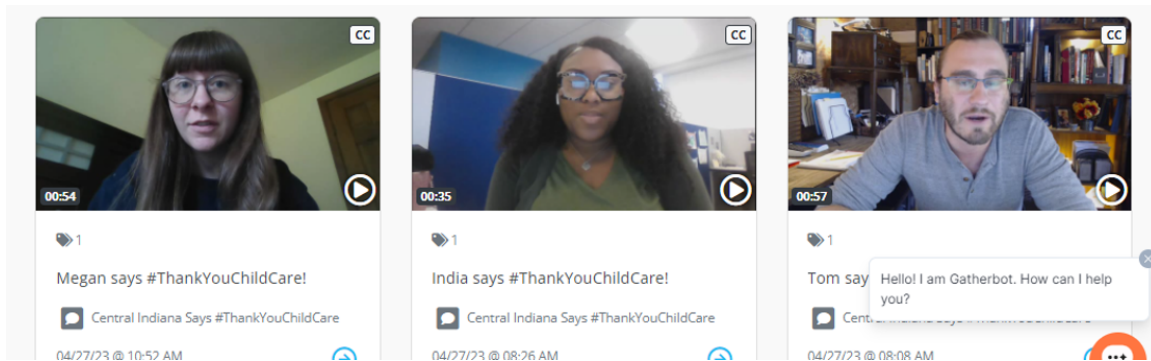
How often should I promote the video collection?

- Review your organization's marketing calendar to ensure the frequency makes sense for other activities and content you have planned.

Who should I ask to record a video?

Ask public officials!

- To celebrate Provider Appreciation Day 2023, thirteen staff members at Child Care Answers Indiana, a local CCR&R agency, recorded videos about their personal and professional connection to child care professionals.



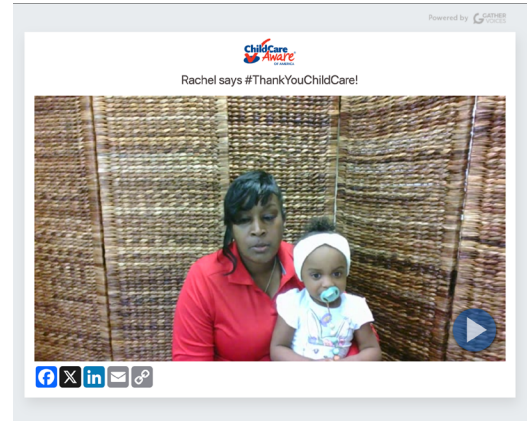
- PATCH Hawaii asked folks they built relationships with throughout the year.

“We already had rapport and connections with each of the ECE County Coordinators that work directly with the Mayors, Lt. Governor and Governor and were able to ask on our behalf. I think it all comes down to the built relationship with community partners throughout the year”
- Invite members of your local city council or your mayor to express support and gratitude. Another option to consider is asking them to make an official [Proclamation of Provider Appreciation Day](#).



Ask families by creating a video booth event.

- One child care provider set up a backdrop in a quiet room and encouraged families to record a video with their child during drop off and pickup. It was an easy way to collect several videos in a short period of time, and including the little ones added a “cute” factor!



Create a Marketing/Promotional Schedule and use CCAoA's marketing content.

- Set a video submission deadline.

“Sharing the link made it super easy to collect those videos. We started about 3 months before Provider Appreciation Day and posted reminders to social media about twice a week.”

- Nicole Higa, PATCH Hawaii

- Here's a sample list of marketing activities undertaken by one CCR&R :
 - Each CCR&R team member recorded their own video.
 - One team member's video was featured on social media.
 - Invitation was included in the organization's monthly newsletter.
 - Organization's CEO sent a personal email to leaders of other community based organizations.

Thank You

Your videos will help CCAoA bring greater awareness of Provider Appreciation Day over the coming year, and we hope this is content you're able to use as well. We look forward to working with you on Provider Appreciation Day again next year!

Questions? Reach out to membership@usa.childcareaware.org.



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