



Promoting Provider Appreciation Day[®]

Activities and celebrations surrounding Provider Appreciation Day are a great opportunity to generate media buzz for your program, business or organization. This tip sheet provides recommendations to build visibility for your work and your celebration. Please reach out to our senior PR manager, Morgan Brill, with any questions at morgan.brill@usa.childcareaware.org.

Find out who's covering child care and local community events.

- A little bit of research can go a long way! Local or community reporters may be interested in covering your Provider Appreciation Day events. Spend some time looking through your hometown newspaper, tv station and radio stations' websites to see who tends to cover local events.
- Reporters who cover K-12 education will sometimes cover early childhood education, so if you see pieces about your school district, take note of the reporters writing those pieces.

Personalize the Provider Appreciation Day press release template and send it to local media a few days in advance.

- Provider Appreciation Day is on Friday, May 10, so consider sending the release on Monday, May 6 or Tuesday, May 7. This will increase the chances that a reporter will be able to attend your event.
- Consider sending a follow-up email the day before your event, reattaching the press release and reminding reporters when and where you are holding the event.

Identify providers and staff for media interviews.

- For an in-person Provider Appreciation Day event, identify a local child care business and the CCR&R or other sponsoring organization who can speak to reporters in attendance.
- Before promoting the event, identify providers who are comfortable describing their work. Ask them to share their experiences with the media.
- Reporters often look for experts who can provide [data](#), comment on local policy initiatives, or discuss the "state of child care" in your area.
 - Think about your colleagues. Identify those who have data, policy or practice expertise.

Help your spokespeople prepare for media interviews.

- Research the reporters and media outlets who will attend your event or has requested an interview. Visit the outlets' websites and look at past articles to get a sense of their tone and the types of issues they cover.
- Draft 3-5 key talking points for your spokespeople. Most media interviews are brief, so it is best to prepare your staff member or provider to share key messages quickly.
 - One of these talking points should be about your organization to increase the chances that it is mentioned in the media story.

Sample Initial Email

Hello [Name],

I'm reaching out to let you know that [NAME OF ORGANIZATION] will be hosting [NAME OF EVENT] on [DATE, TIME] in honor of Provider Appreciation Day!

We celebrate Provider Appreciation Day to recognize child care providers, teachers, and other educators of young children everywhere. This day is an opportunity to amplify our gratitude for those who support our youngest children.

This year, we will be [INSERT DESCRIPTION OF YOUR EVENT/LINK IF YOU HAVE IT]. We wanted to make certain we sent you a note about the event, given your prior coverage [ADD HOW THEIR BEAT COINCIDES: "of child care issues," "of events in our community," "of education," etc.].

Please reach out if you would like to speak with a [DESCRIBE ANY OF YOUR SPOKESPEOPLE: "parent," "provider," "teacher," etc.], or have any questions about the event. We hope to see you there!

[Your Name]

[YOUR POSITION]

[BRIEF EVENT DETAILS: DATE, TIME, LOCATION, ETC.]

Sample Follow Up Email

Note: Reply to your initial outreach

Hello [Name],

I'm following up regarding my earlier email to ensure you've heard about our upcoming event, [NAME OF EVENT] on [DATE, TIME] in honor of Provider Appreciation Day!

This year, we will be [INSERT DESCRIPTION OF YOUR EVENT/LINK IF YOU HAVE IT]. Please reach out if you have any questions or would like to speak with one of our spokespeople.

We hope to see you there!

[Your Name]

[YOUR POSITION]

[BRIEF EVENT DETAILS: DATE, TIME, LOCATION, ETC.]

View additional resources and tools at providerappreciation.org.