

5 Event Ideas for Building your Child Care Community

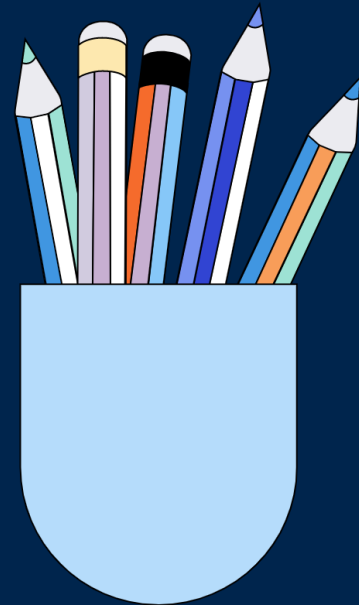
Created in collaboration with **Jennifer Slavin, M.Ed.**,
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As humans, we naturally seek strong communities to live in and work at. We want to feel connected, supported, and know there is a shoulder to lean on when we need it most. As child care providers, we are partners with families to raise the future of our communities and our world. Just like everything, we have to start small. Making strong connections and partnerships with your local community is key for your students to thrive as they grow and for your child care program to be successful. Here you will find 5 out of the box ideas and creative ways to partner with your community.

1

Create a Kids Corner

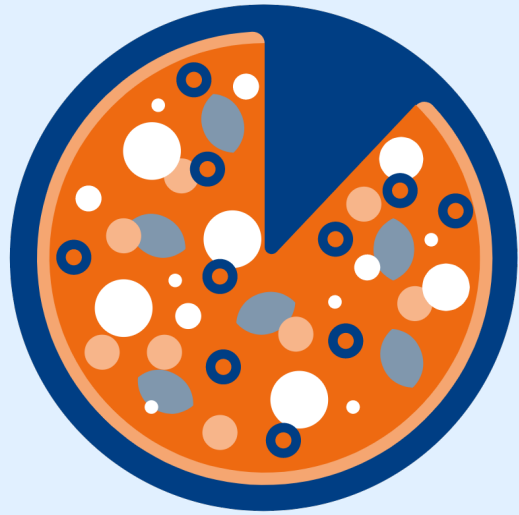
Partner with local grocery stores, real estate offices, pediatrician offices, etc. and create a Kids Corner that your school will sponsor. You can set up a table with paper, makers, and easy to store activities and toys.



2

Free Surprise with Purchase

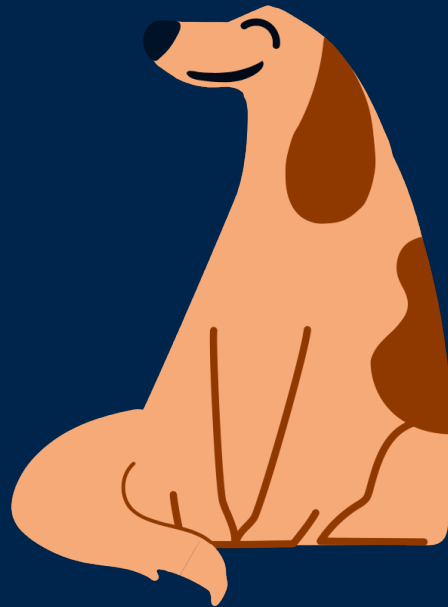
Partner with local restaurants and pizza shops and stock them up with a free surprise for kids when they come in to eat or when they order. You can get coloring books & crayons with your logo on them to give out or you can label small activity bags.



3

Never Too Young to Make a Difference

Connect with local food pantries, animal shelters, maternity care centers and other community resource locations to see how you can give back to your community. Have the children make dog treats and then take them to the shelter or do a food drive and deliver all your collected items. They learn to care and give back to their community all while having fun!



4

Parades and Local Events

Participate in all parades and local events. In parades, you can pass out small flyers. In local events you can pass out treats. You can set up a table of activities for the families to engage while they attend the event.



5

Create your own event!

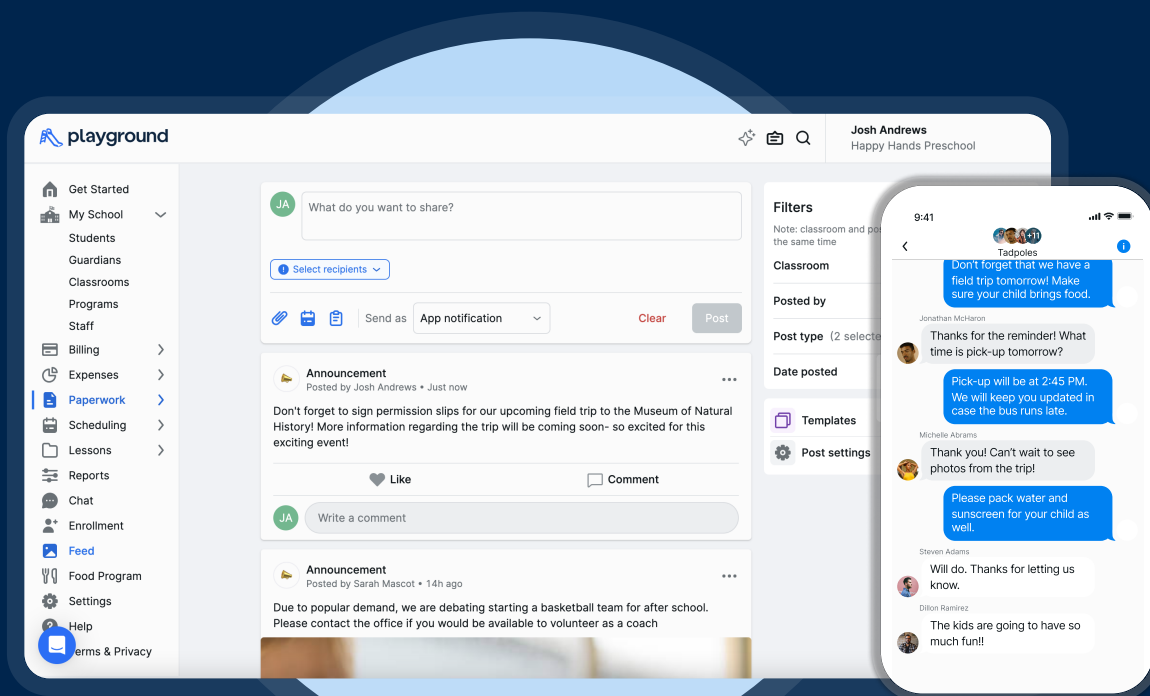
Create an event that is open to the whole community. Make the theme relevant to the time of year. You can have food trucks, games, and activities for all ages. For example, host a Summer Bash - Have cotton candy and snow cones. Invite your local police, fire trucks, and ambulance for a "Touch a Truck". Have a moonbounce, face paint, water play station, and bubble station set up. Have a craft activity station for the kids to get creative.



Building relationships with those in your community is important. Almost 100% of your customers are living in your local community. Having your community see you as a partner in the community and invested in each other and the success of your community.

Being so actively involved and supportive of your community will make you stand out and will keep you on the top of mind when it comes to child care. Word of mouth is the most powerful with potential customers and being so active and supportive will strengthen this relationship and your word of mouth support.

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