**EMAIL TEMPLATE FOR PROGRAM DIRECTORS/OWNERS TO FAMILIES**

Child care is in trouble. Without continued state funding for the child care industry, rates could significantly increase, operating hours could be cut, and more programs could close.

As (director/owner) of (xxxxxxxxx), I/we know firsthand how critical federal funding for child care has been since the start of the pandemic, which only worsened an already struggling industry. The funding, which ends in January 2024, has helped keep programs open, supported our staff, and kept tuition as reasonable as possible for you.

**If the state doesn’t continue this Child Care Counts Program funding in the next state budget, we could be forced to increase tuition and/or reduce our staff salaries.**

**So, please take action and** [**write a letter to your elected officials**](https://actionnetwork.org/letters/invest-in-child-care-in-wisconsins-2023-25-state-budget-2)**. You can help right now. It’s easy!** Take a moment to use a pre-populated online template – it will automatically send a letter to your legislators. Please also personalize it with details of your family’s experience. In addition, communicate with your employer: Share how important child care is for you to be a reliable employee.

If you have any questions, please let us know. We are honored to serve you and want to work together to do what’s best for children, families, and child care in our community. For more information on Raising Wisconsin’s efforts, visit [www.raisingwisconsin.org](http://www.raisingwisconsin.org).

**WAITLIST MESSAGE**

Thank you for inquiring about enrolling in our program. We understand finding care in our community and in Wisconsin is extremely difficult right now. Since you are not currently able to enroll in care, please consider [sending a pre-populated letter](https://actionnetwork.org/letters/invest-in-child-care-in-wisconsins-2023-25-state-budget-2) to your state legislators and/or telling your employer about how important state funding is to ensure child care is accessible now and in the future.