



Child Care Counts funding has been an essential lifeline. Tell your employees and the families you serve how critical it will be for the state to keep funding it in the next state budget.

## Have you received Child Care Counts funding since early 2020?

### If yes:

Great! Now it's time to share how important it has been for your program.

#### With your staff (if applicable), share during a team meeting:

- What Child Care Counts is, what you used it for, that it ends in January 2024
  - Bonuses/pay increases
  - Program improvements
  - Other updates
- What will happen to compensation and tuition if funding ends
- How to [send a letter](#) to their elected officials
- Resources for conversation:
  - [Child Care Counts one-page overview](#)
  - [Child Care Counts detailed explainer](#)
  - [Department of Children and Families website](#)

#### For the parents you serve, have one-on-one conversations and/or send emails (template sent):

- What Child Care Counts is, what you used it for, that it ends in January 2024
- Potential impact on tuition - also include this information in the email you send
- Put up poster in your entryway/bulletin boards to encourage parent [letter writing](#)
- Resources for conversation:
  - [Child Care Counts one-page overview](#)
  - [Child Care Counts detailed explainer](#)
  - [Department of Children and Families website](#)
  - [Broken business model document](#)

*Note: Raising Wisconsin also has [talking points](#) for how to discuss the importance of Child Care Counts.*

### If no:

We still need your help. Educate your staff (if applicable) and parents on its importance for the child care industry as a whole.

#### With your staff (if applicable) and the parents you serve, share:

- How critical state budget funding for child care will be
- How to send a letter to their elected officials (pre-populated and has key points included for you already)
  - [Early childhood professionals letter campaign portal](#)
  - [Families letter campaign portal](#)
- An overview of the child care landscape and the challenges faced (deserts, cost, low educator pay, employer challenges) with help from [this Child Care Landscape handout](#)

*Note: Raising Wisconsin also has [talking points](#) for how to discuss the importance of Child Care Counts.*





# PARENTS, WE NEED YOUR HELP!

**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.

**Your voice makes a difference.** You know how critical child care is for your family and for you to go to work. Legislators need to hear that directly from you!

**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 elected officials.

Scan the code with your smartphone camera, fill out the form, and you will have made a difference!

