

Enjoy the Benefits of Community Partnerships



Forming mutually beneficial partnerships within your community is an innovative, cost-effective way to improve your business. It also helps you build trust and awareness of your program and positions you as a business leader in your community. Take the time to develop relationships with local business owners. Talk about how you can help each other and if a partnership makes sense. Remember, community businesses love to help each other out, and there are plenty of ways you can lean on each other. Here are just a few:

Learn from other innovative communities in Wisconsin

Wisconsin communities are already putting new and innovative ideas into action to help solve child care challenges. Follow their lead or use what they're doing to inspire creative solutions of your own. See what other communities are doing at dcf.wisconsin.gov/childcare/communities/innovative-communities.

Create your own unique partnership

Work with a community business to create your own unique partnership. For example, you could offer child care slots to local businesses for a set fee. You could work out a tiered plan at discounted rates depending on the business size. Wisconsin has already seen this approach successful in many communities. Remember, partnerships don't always have to be a financial agreement. Finding ways to save on essential services can be just as valuable. Think about businesses that you could exchange services with. Perhaps your child care center needs consistent landscaping or snow removal services. Maybe your outdoor play area or indoor space could use some upgrades. Like you, every business has something valuable to offer.

Check out DCF's Business-Child Care Partnership Tool Kit at dcf.wisconsin.gov/childcare/communities/tool-kit.



dcf.wisconsin.gov

Partner to promote each other's businesses

Partnerships don't have to be complicated. You can simply partner up to help promote each other's business. This can be as easy as displaying one another's promotional materials at your business or on your website or social media accounts. Word of mouth works great, too! You'll be the first to recommend each other's businesses when time comes.

Some other ways you can be a partner community are:

- Be a community advocate for child care issues at community and school events, chamber meetings, etc.
- Invest in long-term community programs that support your community like:
 - Supporting transportation and ride share services that help people get to/from child care and work
 - Offer parenting education classes at you child care center or a local family resource center
 - Become active in local nonprofits and community government
 - Donate to charities that help support children and families



If you're interested in starting a conversation with a community business about a partnership, use the flyer template here: dcf.wisconsin.gov/providers

The Wisconsin Department of Children and Families is your trusted source of information, resources, and support for child care providers!

The Department of Children and Families is an equal opportunity employer and service provider. If you have a disability and need to access services, receive information in an alternate format, or need information translated to another language, please call the Division of Early Care and Education at 608-422-6002. Individuals who are deaf, hard of hearing, deaf-blind or speech disabled can use the free Wisconsin Relay service by dialing 711 to contact the department.