



Be a Local Child Care Champion

# Customizable Community Appeal Letter

Your community group is working hard to improve child care in your community. Make sure your neighbors and local leaders know about it! Use this customizable appeal letter to spread awareness and invite other leaders in your community to support quality child care for local children and families.

Dear [THEIR NAME],

My name is [YOUR NAME]. You may know me from [CAREER OR COMMUNITY ROLE]. But today, I'm writing you as a member of [COMMUNITY GROUP]. We're working to improve access to quality, affordable child care in [COMMUNITY]—because our neighbors' needs are changing. Did you know that [FACT OR STATISTIC THAT REFLECTS A LOCAL CHILD CARE CHALLENGE]?

Child care is an important issue. As a [ROLE], I've seen [PERSONAL INSIGHT OR EXPERIENCE]. Making child care more affordable and accessible would have a great impact on the lives of local children and families—and our entire community. It's true! For every dollar we spend ensuring our kids have safe, nurturing places to learn and grow, our communities get up to \$9 back in better health, lower crime, higher incomes, and a stronger economy.

Here are just a few benefits that come with community-supported child care:

- › Early childhood education impacts the healthy development of the young mind and sets children up to become productive members of their communities
- › Access to child care means more parents and caregivers—especially mothers—can enter the workforce
- › Child care benefits for working parents improve a company's talent recruitment, retention, and productivity
- › Increasing the affordability and accessibility of child care creates more equitable communities

[COMMUNITY] needs more child care champions—like you. Our neighbors face real challenges and the importance of long-term investments in child care cannot be underestimated. That's why I'm urging you to take the first step and support stronger local child care by [SPECIFIC REQUEST]. Please contact me [EMAIL LINK] if you'd like to learn more about child care in [COMMUNITY] and [COMMUNITY GROUP]'s latest efforts. We welcome your interest and ideas.

Thank you for your time, consideration, and everything you already do to strength our community.

Sincerely,

[YOUR NAME]

Advocate for Child Care Improvement

[wedc.org/wp-content/uploads/2024/04/Print\\_Governors-Blue-Ribbon-Commission-Report.pdf](https://wedc.org/wp-content/uploads/2024/04/Print_Governors-Blue-Ribbon-Commission-Report.pdf), page 36