

Resources to Explore for More Information about Marketing Your Program During the Pandemic - November 2020

First Children's Finance - <http://www.firstchildrensfinance.org/>

- Marketing for Child Care Centers
- <http://www.firstchildrensfinance.org/businessresourcecenter/centers-2/marketing/>
- Marketing for Family Child Care
- <http://www.firstchildrensfinance.org/businessresourcecenter/family-2/marketing-2/>

Early Childhood Investigations - <https://www.earlychildhoodwebinars.com/>

- Boosting Enrollment When Your Program Needs It Most, by Kathe Petchel and Molly Petchel
- <https://register.gotoweinar.com/register/3477006918784283920>
- Continuous Improvement in the Era of COVID-19: Using a guided process approach, by Kathe Petchel and Molly Petchel - <https://register.gotoweinar.com/register/1371337697987419149>
- Rebuild Your ECE Program for the New Normal: Part 2- Marketing & Staffing, by Lauren Small, M.B.A. - <https://register.gotoweinar.com/register/3745286655756918286>
- ECE Program Websites Matter to Families NOW & Always: SEO & Content for Parents, by Jenny Munn & Fran Simon, M.Ed. - <https://register.gotoweinar.com/register/8845317463308917761>
 - https://www.earlychildhoodwebinars.com/wp-content/uploads/2020/04/Slides_ECE-Program-Websites-Matter-to-Families-NOW.pdf
- One Chance for a First Impression: How small changes can have a BIG impact on enrollment, by Jared Hall and Carol Levins - <https://register.gotoweinar.com/register/1108679755797887234>
- The Full Enrollment Formula: 5 Easy Steps to Your "Forever" Wait List, by Kris Murray
- <https://register.gotoweinar.com/register/3112634250874915841>
 - https://www.earlychildhoodwebinars.com/wp-content/uploads/2019/08/000-Full-Enrollment-Formula-Handout-with-Staff-Demotivators-Bonus-E-book_compressed-1.pdf
- Innovations for Enrollment, Recruitment, & On-boarding by Paterson and Jens
- <https://register.gotoweinar.com/register/3481113584427982851>
 - <https://www.earlychildhoodwebinars.com/wp-content/uploads/2019/03/Core-Process-for-Acquiring-Families-and-Teachers.pdf>

Child Care Success Company - Kris Murray - <https://childcaresuccess.com/>

(FYI – This company used to be called Child Care Marketing Solutions. They know marketing.)

- Secrets to Maintaining Full Enrollment During a Crisis with Alvin Ayusa
- <https://childcaresuccess.com/secrets-to-maintaining-full-enrollment-during-a-crisis-with-alvin-ayusa/>
- How to Build Goodwill in Your Community and Get the Lion's Share of Inquiries, Featuring Guest Bruce Spurr - <https://childcaresuccess.com/how-to-build-goodwill-in-your-community-and-get-the-lions-share-of-inquiries-featuring-guest-bruce-spurr/>
- Tell Your Story, and Then Never Stop Telling It - <https://childcaresuccess.com/tell-your-story-and-then-never-stop-telling-it-2-2/>

- Tips to Increase Enrollment in Lower-Income Communities During a Pandemic - <https://childcaresuccess.com/tips-to-increase-enrollment-in-lower-income-communities-during-a-pandemic/>
- 5 of the Greatest Social Media Contest Ideas of 2020 to Use in Your Preschool - <https://childcaresuccess.com/5-of-the-greatest-social-media-contest-ideas-of-2020-to-use-in-your-preschool/>
- Get More Enrollments Without Feeling Pushy - <https://childcaresuccess.com/reframing-pushy-sales-tactics/>
- 5 Content Ideas You Need to Leverage on Social Media This School Year - <https://childcaresuccess.com/5-content-ideas-you-need-to-leverage-on-social-media-this-school-year/>
- Use FAQs to Build Trust and Gain Enrollments - <https://childcaresuccess.com/use-faqs-to-build-trust-and-gain-enrollments/>
- ****How to Boost Your Enrollment Back to Pre-Covid Levels Using One Simple Marketing Strategy - <https://childcaresuccess.com/how-to-boost-your-enrollment-back-to-pre-covid-levels-by-using-one-simple-marketing-strategy/> (****Includes a super helpful 20-minute video)
- 12 Ways to Build Trust with Moms - <https://childcaresuccess.com/12-ways-to-build-trust-with-moms/>
- The Key to Deciding How to Spend Your Marketing Dollars Right Now - <https://childcaresuccess.com/the-key-to-deciding-how-to-spend-your-marketing-dollars-right-now/>
- Tips to Make Your Child Care Business Visible to Parents - <https://www.youtube.com/watch?v=ad51w2kvHWQ>
- 2 Must Have Strategies to Increase Your Enrollment - <https://www.youtube.com/watch?v=0HO5dvl9Wrw>
- Increase Child Care Enrollments with Your Phone Script - <https://www.youtube.com/watch?v=xRqf6ns6N68>
- What Attracts Parents to Your Child Care Center - <https://www.youtube.com/watch?v=BMvErC22gD0>

Chanie Wilschanski - <https://ecschoolorfexcellence.com/>

- School of Excellence - Ripple Effect TV - <https://www.youtube.com/channel/UCIRTyijASQfwaydnDiOdyZA>
- EC School of Excellence Facebook - <https://www.facebook.com/ecschoolorfexcellence/>

HINGE Brokers – Kathy Ligon - <https://www.hingebrokers.com/>

- THRIVE Masterclasses - https://www.youtube.com/playlist?list=PLEcSiPZ8AJExQZd_8bh1XJv-VwOlsjKgr
 - Especially – Our Guide to Reaching Full Enrollment – Parts 1 and 2 – from 2018 but timeless tips
- Fireside Chats Series - <https://www.hingebrokers.com/fireside-chat-series>

Child Care Management Software can help you save time, money, and limit paper, thereby reducing the spread of germs in your center. Watch the recorded webinar(s) and talk to fellow directors to learn more about how to decide which software might be right for your program

- Directors as Fearless Consumers of Software for Program Management and Family Communications, by Fran Simon, M.Ed and Steven Dick, Ph.D. - <https://register.gotowebinar.com/register/563503411987755521>
 - https://www.earlychildhoodwebinars.com/wp-content/uploads/2020/01/Handouts_Fearless-Consumers-of-Software.pdf
 - <https://www.earlychildhoodwebinars.com/wp-content/uploads/2020/01/Early-Childhood-Institutional-Software-Survey-Data-Questions.pdf>
- Child Care Management Software: What you need to know and Why it Matters, by Louise Stoney, M.A. and Sharon Easterling, M.A.
 - <https://register.gotowebinar.com/register/7418138176418835715>
 - https://www.earlychildhoodwebinars.com/wp-content/uploads/2020/02/Handout_Explore-CCMS.pdf

Prepared especially for you by the team at Grow NJ Kids Technical Assistance Center North.

For further information please contact:

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Because different resources resonate with different people, we have provided a wide variety of options, knowing that within this comprehensive list, you will find at least one resource that is a good fit for you. Many of these links are to sites of entrepreneurial business leaders who in addition to providing valuable free content, sell products and services. Their inclusion in this list should not be taken as an endorsement but simply an indication of our desire to share as many resources as possible so you can make educated decisions about the resources that may best meet the needs of you and your program. These women entrepreneurs are at the top of their game in their online presence, demonstrating strategies that you may want to consider in your marketing plans.

If this resource list has been shared with you and you are not **yet** part of Grow NJ Kids, we encourage you to reach out to your local Child Care Resource & Referral (CCR&R) agency and ask to speak with the Grow NJ Kids Quality Improvement Specialist who can provide you with information about and assistance with becoming part of this dynamic community.

Ready to take your child care program to the next level with Grow NJ Kids? Call your CCR&R today!

Bergen – 201.336.7150 * Hunterdon – 908.782.8183 * Morris – 973.398.1730

Passaic – 973-684-1904 * Sussex – 973.383.3461 * Union – 973.923.1433 * Warren – 908.454.1078