Arlington Chamber OF COMMERCE

MARKETING & ENROLLMENT BOOST GUIDE

ARLINGTON CHILD CARE ALLIANCE

1 Name your Shine

Your Shine is what makes your program special and attractive to families. Consider these questions as you develop your Shine Statement:

- What activities do you and your team love doing with the children?
- Where do the children thrive most? (e.g., arts, outdoor play, reading)
- What are you most proud of in your care?
- What makes you unique? (bilingual, Montessori-inspired, accepts subsidy, etc.)

**Tip: This paragraph can be used in your marketing materials.*

2 Picture Your Ideal Family

Your best future families often look like your happiest past families. Ask yourself:

- Who were your happiest parents last year?
- How did they hear about you?
- What did they value most about your care?
- How did they pay (tuition, subsidy)?
- Where do they live or work?

3 Help Families Find You Online

Create a Google Business Profile and optimize it with your Shine message and photos.

- Go to business.google.com → Add your business.
- Include name, category, hours, phone, and real photos.
- Verify your listing via postcard, text, or email.
- Post updates like “Now enrolling for Fall 2025!” and encourage reviews.

**Tip: Ask parents for reviews at pickup: “Would you mind leaving us a quick Google review? It helps other families find us!”*

Program supported by:

Gerber for a parent-friendly world

4 Build Your Digital Front Door

Create a simple website using Wix or Squarespace. Include:

- Home page – Welcome message + photo of your space.
- About page – Who you are, who you serve, and your philosophy.
- Contact page – Phone, email, address, Google Maps link.

**Tip: Recruit a tech-savvy friend or family member to help.*

5 Use Community Networks

Engage in your local parent and neighborhood communities.

- Join 1–3 listservs - Nextdoor is a great option.
- Post your Shine message and respond to parent recommendations.
- Join Facebook groups (Arlington Neighbors, childcare networks) and post weekly.

**Tip: Recruit families to post vacancies and recommendations on parent groups!*

6 Pounding the Pavement - Referrals & Local Outreach

- Postcards work! Use postcards and personal messages to build referrals.
- Referral incentives for current families – ex. $25 discount for tour, $100 if family enrolls.
- Send postcards to past parents with personal note.
- "Pound the Pavement": reach out to friends, local businesses, faith communities.

**Tip: Local businesses value reliable child care for their employees and can become strong community partners.*

7 Build Your 30-Day Enrollment Boost Plan!

Building your enrollment plan isn't just another task — it's self-care with purpose. Each small action fuels your stability!

- **Week 1:** Revisit your "Name Your Shine" and "Ideal Family" work. Get feedback from trusted friends or family.
- **Week 2:** Set up Google Business Profile. Join one Facebook group and one listserv. Post your Shine paragraph.
- **Week 3:** Order 50-250 postcards with your Shine paragraph, photos, phone number, and Google review link. Post on listserv and Facebook again.
- **Week 4:** Distribute postcards to current families and mail to 10 past families. Start your simple website.

**Tip: Dedicate one hour per week (pick a consistent day/time) to do this work.*

Content in partnership with: