



Sample Letter/Email from Child Care Provider to Local Employer

Helpful Hints

- Use letterhead with your center's name and contact information. If you don't currently have letterhead, create your own.
- Address the letter to someone in the Human Resources department of the business you are contacting.
- If you don't have a specific name, address the letter To Whom It May Concern, but make sure the envelope is addressed to Human Resources.
- Parents of children who are currently in your care may help you find the name of someone in Human Resources at their place of employment.
- Many businesses have websites with employee directories where you may be able to find specific contact info.
- Consider sending a letter or email to your local Chamber of Commerce and/or Economic Development Board so they can share your information with employers and families moving to your community.
- If you have a Facebook page for your child care center, make sure it looks professional and doesn't have any negative comments. If you don't have a Facebook page, consider creating one.
- If you choose to follow up with a phone call to a local employer, think about calling during naptime when things are likely to be quieter in your center.

Sample Letter or Email

(Date)

To Whom it May Concern,

I would like to introduce myself and tell you more about the child care services I can provide for your employees. My name is (Your Name) and I am the (Owner, Director, etc.) of (Name of Child Care) located at (Address) which is (Distance from Employer) from your business. I provide care for children from ages (Youngest Age) to (Oldest Age) and am open from (Open Time) to (Closing Time).

I am a level (KY All STARS rating) star rated provider in the Kentucky All STARS system. If you would like to learn more about the Kentucky All STARS system, this website will help: <https://chfs.ky.gov/agencies/dccbs/dcc/Pages/kyallstars.aspx>

You may view some of the activities I provide on my Facebook page: (Insert Link to Center's Facebook Page).

(Please include a brief statement about your philosophy, which could include information about child development, parent support, your curriculum, and anything else you feel is important for the children and families you wish to care for. If you plan to offer any discounts or incentives for employees of the particular business you are contacting, include specifics here.)

Please feel free to contact me at (Phone Number) or (Email). Please leave a message if I do not answer.

Sincerely,

(Your Name)

Contact your Child Care Aware® Health & Safety Coach for more information.

To see a complete list of regional Child Care Aware® staff or to download one of our resources,



visit us online

www.childcareawareky.org

