



Advertising Your Child Care Business

There are a number of ways to advertise your business without spending a lot of money. You want to get the word out to others in your community.

You do not have to take every child or family that calls about your child care. If you prefer working with infants, for example, you may want to put that in your advertising. Some child care providers like to choose children to keep a balance of different ages in their programs.

Keep in mind that it is illegal to not take a child because of their race, religion, if they have a disability, or if they are receiving state subsidy monies.



Here are some ideas to try to get the word out:

- Call your local office of Child Care Information Services to have your business listed with the child care resource and referral agency. This agency will give out your name to parents who are looking for child care.
- Make a poster to hang in grocery stores, laundromats, doctor and dentist offices, libraries, churches, real estate offices, and other places where parents go. You may want to ask if a factory or other business in your area would hang a poster in their break room for parents to see. Be sure your poster looks clean and neat, has some key ideas about your program, and your telephone number.
- Many providers find word of mouth is the best way to find families who are looking for child care. Tell the parents who have children in your care when you have an opening. Stay in touch with children who have left your program by sending birthday or other holiday cards. This will help parents remember you when friends mention they are looking for child care.
- You may want to offer a prize or a few days free child care for families who tell others about your business, resulting in a new child coming for care.
- Make a coupon that offers a beginning discount for the first week of child care. Hand them out like business cards to parents in your area. Everyone loves a sale!

Susan Smith's Family Child Care



Planned Activities

7:00 a.m. – 6:00 p.m.

Clean, safe, home-like setting

Fenced yard

Meals and snacks provided

Infants through preschoolers

A caring place where children have fun

Call 123-4567

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Pennsylvania Pathways

Professional Development
for Child Caregivers

PENNSYLVANIA



Cooperative Extension
College of Agricultural Sciences

Developed by Lyn Horning, Better Kid Care Program

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Developed by Penn State Better Kid Care Program

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