

Marketing

4-C's Mission is to promote children's well-being by advocating for quality, affordable child care. We support parents and those providing child care by offering information, education, resources and services.

*Serving Carroll,
DeKalb, Lee,
McHenry, Ogle
and Whiteside
Counties.*

4-C: COMMUNITY COORDINATED CHILD CARE

DeKalb
155 North Third Street,
Suite 300
DeKalb, IL 60115
Phone: 815.758.8149
Fax: 815.758.5652

McHenry
667 Ridgeview Drive
McHenry, IL 60050
Phone: 815-344-5510
Fax: 815-344-5520

website:
www.four-c.org



- Embrace your originality. Look at the needs in your community and market the reason that your child care is different (evenings, weekends, later hours etc.).
- Set up a web site and add your name to child care sites that are already in operation.
- Compile a photo album or scrapbook of your child care home. Include typical, everyday activities as well as special events. Clean your home inside and out. Make your home as appealing as possible.
- Make the entry of your home welcoming for children (put children's items at a child's level). Showcase photos of children (with parent's permission), credentials, and your daily activity schedule.
- Take parents on a tour of your home. Show them what makes your home a safe, fun, and creative place for their children.
- Create coupons or offer discounts for your services.
- Offer a free day of care or free night out to parents who refer clients your way.
- Hang flyers advertising your child care program in libraries, book stores, grocery stores, resale shops etc.
- Connect with 4-C and keep your profile updated for child care openings and information. Talk to 4-C staff about how to attract new parents.
- Attend local family child care association meetings. Get advice and encouragement from other providers.
- Leave a short professional message on your voice mail. First impressions are lasting.
- Print up business cards to hand out wherever you go. Keep them with you at all times.
- Keep your parents happy. Word of mouth is the best type of advertising available.