

# A Flyer Tells Families Your Child Care Business is Special

A flyer advertising your child care business is one of the best ways to let families who need child care know that your home is a very special place for children.

Your flyer can help families learn about you and your child care program. Think about how you would answer questions like these when you decide what to put in your flyer:

## **What are my strengths?**

For example, I work well with all ages of children and have three years experience in child care. I have a child care permit or license. I attend professional training courses and workshops. I participate in the USDA Food Program. I am certified in CPR and First Aid.

## **What services do I offer families?**

For example, I provide transportation after school to my home. I work with children on their homework. I offer child care in the evenings and weekends.

## **What special activities do I plan for children?**

For example, I go to the library for the Children's Story Time each week. I include children in cooking projects and plan dance, music and arts experiences.

## **Why do I like working with children?**

Write one or two sentences with specific examples explaining why you enjoy working with children.

## **How do I include families in my child care business?**

For example, I plan a family night every other month and we make and cook our own pizzas. I have lots of pictures of family members posted at the children's eye level. I welcome parents to drop in at any time to see or play with their children.

Your answers will provide the information for your flyer. The flyer should also include:

- Your name, telephone number, email address and the best time to call you
- Your location or neighborhood
- The days and hours you are open
- The ages groups of the children you accept for care

There are many places in the community you can ask to display your flyer so people who need child care will see it. Here are some suggestions:

- Local schools and school offices
- Religious organizations, churches and church bulletins
- Pediatricians' and dentists' offices
- Children's clothing, toy or book stores
- Libraries and community centers
- Fitness clubs, supermarkets, Laundromats and other places parents gather.
- Local child care centers, nursery schools and other family child care homes (They may refer parents to you if they are full, do not serve a particular age group, do not provide care during the hours needed, or feel a home setting is better for a child.)

The flyer represents you and your business. Keep it simple and easy to read. Consider using simple graphics, photographs, and colored paper.

**O F C** *An early childhood education agency*

Developed by the Fairfax County Office for Children  
12011 Government Center Pkwy, Fairfax, Virginia 22035

