

## SECTION TWO: COVER LETTER

Dear Colorado Child Care **Provider**,

We are so excited to share some tools with you to help increase your funding through the Colorado Child Care Contribution Tax Credit (CCTC) and ways to help you spread the word! Now that you are familiar with the basics of the CCTC and are eligible to receive donations, you are ready to start informing those in your community and to start securing funding.

As you know, Section One was really designed to get you familiar with the CCTC, so Section Two is designed to tell you a more about the marketing process and to provide you with the tools to spread the word.

As the group of business, community and government leaders that are working to educate those around the state on the existence of the Colorado Child Care Contribution Tax Credit, we have talked to several individuals, conducted a statewide survey and facilitated a focus group to better understand the messages that resonate most strongly with child care providers/owners/directors and potential donors. Our goal was to better understand how we can most effectively share information about the CCTC and, ultimately, increase the revenue for child care in Colorado.

The messaging and marketing tools that are included in this second section have all been informed by the feedback and results from the conversations, survey and focus group.

In Section Two, you will find the following tools:

- **FAQs for use with potential donors**
- **Talking points and key messages**
- **Provider to parent letter (mail or email)**
- **Provider to small business letter (mail or email)**
- **Provider letter follow-up (mail or email)**
- **Flyers to post in your facility**
- **Brochure to share**
- **Sample social media posts (Facebook and Twitter)**
- **Website/newsletter copy for your use**
- **Quick facts on the importance of early childhood**
- **General fundraising trends**
- **A calendar that maps out when to implement the tools throughout the remainder of 2015**

We need your help to educate all Coloradans and to promote the importance of the Colorado Child Care Contribution Tax Credit. If you have any questions about Section Two or anything else related to the CCTC, please contact **[WHO]**.

Thank you for all your help and support as we work to improve access to reliable child care and early education in Colorado, supporting children and their families and strengthening our communities.