



#REIMAGINEchildcare



A campaign led by [Advocates for Children of New Jersey](#)

Introduction

Child care offers an important educational and social-emotional foundation for young children. Additionally, with affordable, accessible child care, families are able to work, contributing to a stronger economy. While the pandemic exacerbated the current child care crisis, it exposed the cracks in the foundation that have existed all along. Spaces for infants and toddlers are limited and, even when available, eat up a large chunk of a family's income. The high costs of running a child care program leave many providers operating on razor-thin margins - unable to pay teachers what they deserve and at prices that families can afford. This has created an unsustainable situation with limited staff, high turnovers, and empty classrooms. But it doesn't have to be this way.

Since the summer of 2020, ACNJ, the New Jersey Association for the Education of Young Children (NJAEYC), and the Turrell Fund have led [Reimagine Child Care](#) in collaboration with communities, policymakers, business leaders, parents, and caregivers to reimagine what a high-quality, affordable system could look like. With your voice, we can highlight the important role that child care plays in New Jersey, and bring reform so that every child has a chance to thrive. We are looking to make our movement 40,000 strong so that we can show state leaders that New Jersey wants and needs sustainable child care options. That's why we made this toolkit - to equip you with the messages and facts you need to tell others to join the movement and #ReimagineChildCare.

Got comments or questions on the toolkit, or the campaign? Email Campaign and Partner Engagement Coordinator Aaliyah Roulhac at aroulhac@acnj.org!

Table of Contents:

[Sample Email](#)

[Email Badge](#)

[Shareable Social Media Posts](#)

[Letter to the Editor](#)

[Downloadable Sign-Up Sheet](#)

[Downloadable Flyers](#)

Learn more at reimaginechildcare.org



#REIMAGINEchildcare



A campaign led by [Advocates for Children of New Jersey](#)

Sample Email

The best way to grow the number of people supporting the #ReimagineChildCare movement is to spread the word to those closest to us. By sending an email to family and friends, you are creating a personal touch that shows them this issue is important to you. Feel free to edit this and make it your own.

From Families and Friends:

Subject: Join me to #ReimagineChildCare

Body:

Hi there [First Name]!

I hope all is well with you! I wanted to reach out to you with a campaign I'm part of - #ReimagineChildCare. Child care, on average, costs more than the price of public college! Parents can't afford it, and some even live in child care deserts - communities where few, if any, centers exist for high-quality infant-toddler care.

You're probably wondering why providers don't lower prices, especially if so many families are having trouble paying. But the reality is, the majority of infant and toddler educators and family child care operators earn poverty-level wages and more than half rely on public benefits. Even then, centers are still operating on razor-thin margins.

Simply put - the system is broken. That's why people like me are advocating to #ReimagineChildCare - so that we can tell our political representatives that we need high-quality, affordable child care for our children. You can sign up with me by visiting <https://reimaginechildcare.org/join-the-campaign/>

If you have any questions, you can reach out to me, or the Reimagine Child Care Campaign Coordinator at Advocates for Children of New Jersey, the nonprofit leading this campaign, at advocates@acnj.org.

From Child Care Programs:

Subject: Join me to #ReimagineChildCare

Body:

[First Name]:

Learn more at reimaginechildcare.org



#REIMAGINEchildcare

A campaign led by [Advocates for Children of New Jersey](#)

To allow me to keep delivering care to your family in a safe and nurturing environment, I hope you would join me in a campaign called #ReimagineChildCare. This campaign, led by statewide nonprofit Advocates for Children of New Jersey, is seeking to help both caregivers and child care providers like me to afford this necessary service that currently operates on razor-thin margins.

Child care is expensive for families, and I am sure you are wondering why we don't simply lower prices. But the reality is, the majority of infant and toddler educators and family child care operators earn poverty-level wages and more than half rely on public benefits. This has led to limited staff, high turnover, and empty classrooms. Even so, centers are still operating on razor-thin margins.

Simply put - the system is broken. That's why we need to band together and tell our political representatives to #ReimagineChildCare. You can sign up with me to show your support by visiting <https://reimaginechildcare.org/join-the-campaign/>

If you have any questions, you can reach out to me, or the Reimagine Child Care Campaign Coordinator at Advocates for Children of New Jersey at advocates@acnj.org.

Email Badge

Email badges are a helpful tool to show your support for the #ReimagineChildCare campaign in your regular communications. Insert these images in your emails to your community and child care providers so that they, too, can help bring affordable, high-quality care to every infant and toddler in the state. Be sure to hyperlink the images to go to <https://reimaginechildcare.org/join-the-campaign/> so people can join the movement.

Learn more at reimaginechildcare.org

#REIMAGINEchildcare

A campaign led by [Advocates for Children of New Jersey](#)

Square:

[Link to Download](#)



#REIMAGINEchildcare

Rectangle (Vertical):

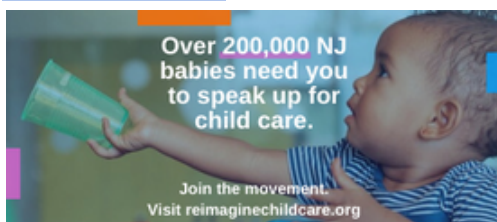
[Link to Download](#)



#REIMAGINEchildcare

Rectangle (Horizontal):

[Link to Download](#)



#REIMAGINEchildcare

Learn more at reimaginechildcare.org

#REIMAGINEchildcare

A campaign led by [Advocates for Children of New Jersey](#)

Shareable Social Media Posts

Leveraging the power of social media can allow you to reach a broader audience. In speaking to your community groups, you can make connections with families all over your town and help us get closer to our goal. Download the images, and copy and paste the captions to your social networks to share. Feel free to make the captions your own! Make sure to use the hashtag #ReimagineChildCare and tag Advocates for Children of New Jersey (@ACNJForKids).

Share these graphics and short video on Facebook, Instagram, Twitter, LinkedIn, Nextdoor, TikTok, YouTube, and Snapchat.

Social Media Posts:

[Link to Download Files](#)



Potential caption:
New Jersey's #childcare system is in crisis - parents can't afford it and centers are operating on razor-thin margins. Join the #ReimagineChildCare movement so that every family has access to child care.
<https://reimaginechildcare.org/join-the-campaign/>



Potential caption:
The #pandemic didn't create the current #childcare issue - it simply exposed the cracks. Join the #ReimagineChildCare movement so that we can solve the child care crisis once and for all.
<https://reimaginechildcare.org/join-the-campaign/>

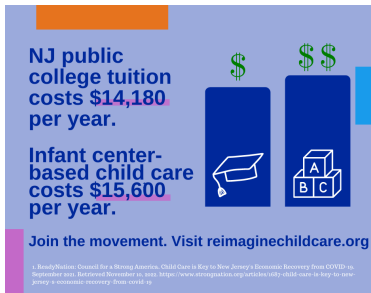


Potential caption:
Too many #childcare providers survive on poverty-level wages due to a broken system. Join the #ReimagineChildCare movement to support the providers who support our families.
<https://reimaginechildcare.org/join-the-campaign/>

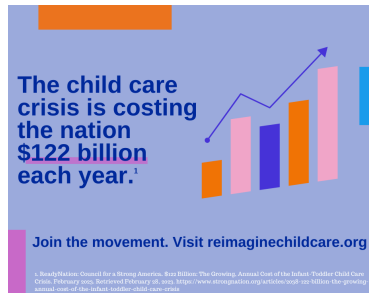
Learn more at reimaginechildcare.org

#REIMAGINEchildcare

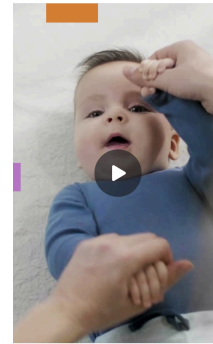
A campaign led by [Advocates for Children of New Jersey](#)



#REIMAGINEchildcare



#REIMAGINEchildcare



#REIMAGINEchildcare

Potential caption:

#NewJersey parents may be paying more for #childcare than public college tuition. While both are important, the costs are just too much. Join the #ReimagineChildCare movement so we can work together to make affordable child care a reality.
<https://reimaginechildcare.org/join-the-campaign/>

Potential caption:

The cost of #childcare keeps going up, affecting everyone across the nation. We're working together in #NewJersey to end the crisis and bring affordable, quality child care to our state. Join the #ReimagineChildCare movement so we can work together to make affordable child care a reality.
<https://reimaginechildcare.org/join-the-campaign/>

VIDEO - [Link to Download](#)

Potential caption:

New Jersey's #childcare system is in crisis - parents can't afford it and centers are operating on razor-thin margins. Join the #ReimagineChildCare movement so that every family has access to child care.
<https://reimaginechildcare.org/join-the-campaign/>

Letter to the Editor

Local newspapers love hearing from their readers. Try submitting a letter to the editor to your local [Patch](#), [TapInfo](#), your [NJ.com](#) news source, or other community newspaper. Remember, what makes a letter to the editor unique is your personal touch. Here's a letter to the editor template to help get you started, but make sure to make it your own.

Letter to the Editor: Child Care is in Crisis - We Can Help Solve It

The state of child care has become a topic of national conversation. Parents and providers alike are voicing their growing concerns about being able to afford basic needs such as food and clothing due to rising inflation costs, and the vital service of child care.

Learn more at reimaginechildcare.org

#REIMAGINEchildcare

A campaign led by [Advocates for Children of New Jersey](#)

Downloadable Flyers

Print these flyers and place them in every place that families gather - the park, child-friendly restaurants, the grocery store, child care centers - everywhere! These flyers are printer-friendly and are best printed on an 8.5"x11" piece of paper.

[Link to Download Files](#)

Child Care is **Still in Crisis.**

Let's Get The Job Done!

90% of New Jersey residents think affordable infant-toddler care is important for families. We need every parent and caregiver to tell state leaders that affordable, quality child care is essential. Families need flexible options and financial support to reduce costs to help our communities and economy thrive.

Join the Movement.

Visit reimaginechildcare.org

#REIMAGINEchildcare

A campaign led by  ADVOCATES
for children of new jersey

Child Care is **Essential**



Together, we can advocate for every child to receive affordable, high-quality child care, regardless of zip code.



Scan the QR code to learn more.

Join the Movement.
reimaginechildcare.org

#REIMAGINEchildcare

A campaign led by  ADVOCATES
for children of new jersey

Learn more at reimaginechildcare.org