#SaveChildCare NOW - Contact Congress Toolkit

Hashtags: #SaveChildCare

Child care is a critical industry that supports economic recovery and family financial stability, yet in the wake of the pandemic the child care crisis continues and the industry remains on the brink of collapse, threatening parents' ability to return to work. With lower enrollment rates, less revenue, and increased expenses, child care providers cannot hang on much longer. Many have already permanently closed.

The House just passed a bipartisan bill proposing $50 billion for the child care industry and Senate Republicans proposed $15 billion. There is bipartisan support for child care stabilization funds, but none of that matters if House and Senate leadership don't prioritize child care in their recovery negotiations.

Child care providers, families, business leaders, advocates, and national organizations are **once again calling on Congress** to prioritize child care stabilization funds in the next COVID-19 recovery package. Join us to **urge Congress to prioritize including increased stabilization funding in the final version of the next COVID-19 relief package.**

Call your Member of Congress:
The Senate (202) 224-3121
The House (202) 224-3121

THIS TOOLKIT INCLUDES:

TIPS ON MAKING AN IMPACTFUL PHONE CALL/EMAIL

SAMPLE EMAIL LANGUAGE

SAMPLE SOCIAL MEDIA COPY

SHAREABLE GRAPHICS

ADDITIONAL RESOURCES

TIPS ON MAKING AN IMPACTFUL PHONE CALL/EMAIL

- **Make it personal:** Why do you want your Senator to support significant child care funding now?
- **Allow response time:** The person you are calling will likely be receiving many calls throughout the day. Speak from experience to make your call memorable, have a conversation.
- **Include a call to action:** Make sure they know why you're calling. We've listed asks below.

CALL IN SCRIPT

Hi, my name is **[NAME],** I'm a constituent of **[REP/SENATOR]** and I first want to thank you for your continued efforts to pass emergency child care measures. I'm calling to request that **[REP/SENATOR]** reach out to leadership and urge them to ensure enough emergency funding is prioritized to stabilize the child care industry in the next COVID-19 recovery package.

In the House, a bipartisan bill just passed proposing $50 billion. Senate Republicans proposed $15 billion for the child care industry. None of that matters if House and Senate leadership don't prioritize child care in their recovery negotiations. The U.S. cannot afford to lose half of our child care industry due to coronavirus.

Efforts signal that Congress is willing to prevent the child care industry from collapsing entirely. I just hope **[REP/SENATOR]** will do everything possible in these final hours of negotiation to ensure this relief package includes significantly more funding than $15 billion to save child care before it's too late. Families deserve Congress' support.

- **[If you'd like to ask for a significant investment with a number attached, you can say:]** Thank you for listening. I hope you'll ask **[REP/SENATOR]** to get leadership to help prioritize at least $50 billion for child care in the next recovery package.
- **[If you got a negative response after introducing the topic, you can say:]** I hope you reconsider. Your constituents need secure child care options. Parents

can't afford to not have any child care once they are able to return to the workplace.

- **[If you received a neutral reaction or if you want to focus on asking for an investment without a number attached, you can say:]** Thank you for listening. I hope to see **[REP/SENATOR]** help pass significant funding soon.

SAMPLE EMAIL LANGUAGE

Find your Senators' and Representatives' contact information here and here

Subject: Ensure Stabilization Funding for Child Care

Dear **[REP/SENATOR],**

I'm writing to ask that you ensure there is significant funding prioritized in the next COVID-19 recovery package to stabilize the child care industry.

As final negotiations are underway, families need your support to help pull the country's child care industry back from the brink of collapse. For an industry that already operates on razor-thin margins, the situation is grim. Across the country, 40% of child care providers say they will close permanently without financial relief, and the U.S. could lose roughly half of the nation's child care supply.

While I want to thank you for the emergency coronavirus child care measures you've helped pass thus far, spikes in COVID-19 mean that child care providers are still facing months of closing, reopening, and continued uncertainty— operating costs are up and enrollment is down. Dedicated relief through a financial stabilization fund is needed to ensure providers can afford to stay in business and continue caring for children in their communities through what promises to be an unpredictable few months.

In the House, a bipartisan bill just passed proposing $50 billion for a child care stabilization fund. Senate Republicans proposed $15 billion for the child care industry. None of that matters if House and Senate leadership don't prioritize child care in their recovery negotiations.

The Chamber of Commerce recently stated, “Without this industry’s survival and ability to safely care for the children of working parents, every other American industry will struggle to return to work.” America’s economic recovery cannot succeed if Congress allows the child care industry to fail.

With final negotiations underway, I urge you to insist on stabilization funding levels that will keep America’s child care providers in business. [FOR FRIENDLY OFFICES/EDIT DEPENDING ON YOUR ORG’S ASK: Analysis of the child care sector shows that it will take at least $50 billion to sustain the child care sector for just six months].

The time is now for Congress to build on the broad bipartisan support for the child care industry by prioritizing significant emergency relief in the final stimulus package – well above the $15 billion included in the HEALS Act. The success of the entire recovery package depends on whether or not child care providers receive the emergency funding they need to stay afloat.

Child care providers support our families, businesses, and the economy. You can support them by urging leadership to prioritize significant funding for child care in the next relief package.

Thank you,

[NAME]

SAMPLE SOCIAL MEDIA COPY

List of official Twitter handles for all Members of Congress *linked* ***here***
Tweet Congress Tool *that allows you to search for handles by zip code linked* ***here***
Record a Video and Share it on Social Media:
Tips on recording a video to share on social media with your Congress linked ***here***

Promotional Tweets

- Families and providers are depending on Congress to do everything possible to ensure the next relief package includes significantly more than the proposed $15B to #SaveChildCare. Keep calling Congress. Families and providers deserve #ChildCareRelief now.
- Join providers, parents, advocates and allies as we continue to call on Congress to #SaveChildCare. While Congress negotiates passing the next relief

package, they MUST ensure at least $50B for child care is included. Providers and families deserve #ChildCareRelief now!

- Child care providers and families getting the relief they need depends on Congress prioritizing #ChildCareRelief in the next COVID recovery bill. Join us this week to ensure Congress includes more than the proposed $15B to #SaveChildCare.
- The last proposed Senate coronavirus relief legislation included just $15B to #SaveChildCare—we need them to prioritize ensuring AT LEAST $50B is included to save the industry. Join us TODAY to tell your member of Congress to prioritize more funding for child care!
- Providers and advocates continue to demonstrate that the child care industry is critical for families and our economy. Join us TODAY and tell your member of Congress to prioritize including AT LEAST $50B to #SaveChildCare in the next COVID relief package .

General Tweets

- There's bipartisan support for child care stabilization funds, but none of that matters if House and Senate leadership don't prioritize child care funding in the next COVID-19 recovery package. Call your member of Congress TODAY to make sure at least $50B is included.
- Most voters want Congress to include up to $50B in child care stabilization funding in the next COVID-19 recovery package. I'm imploring **[@REP/SENATOR]** to #SaveChildCare by prioritizing significant funding in the final version of the bill. https://www.ffyf.org/voters-overwhelmingly-see-child-care-relief-as-indispensable-to-americas-economic-recovery/
- Data shows we'll need significantly more than the proposed $15B to #SaveChildCare for parents to return to work and for the economy to reopen and recover when it's safe. [@SENATOR] we need you to prioritize including significantly more funding in the next relief package NOW.
- **.[@REP/SENATOR].** A vast majority of voters support funding to save the child care industry. Data shows we need at least $50B in federal funds to get the job done. Prioritize including this in the final version of the next relief package. #SaveChildCare https://info.childcareaware.org/media/survey-vast-majority-of-voters-support-financial-assistance-for-americas-child-care-industry-to-address-covid-19-impact
- **.[@REP/SENATOR],** CHILD CARE IS A PUBLIC GOOD! It supports every workforce. Congress has the power to #SaveChildCare and prioritize ensuring at least

$50B is included for the industry in the final version of the next relief package. Will you support children, families and providers?

- **.[@REP/SENATOR],** 87% of voters support federal assistance for providers to ensure they can make payroll and pay other expenses like rent and utilities. Please ensure at least $50B to #SaveChildCare makes it into the final version of the next relief package.
  https://info.childcareaware.org/media/survey-vast-majority-of-voters-support-financial-assistance-for-americas-child-care-industry-to-address-covid-19-impact

Tweets For Child Care Providers

- **.[@REP/SENATOR]**, we are counting on you to prioritize ensuring Congress includes increased funding for child care in the final version of the relief package. We need at least $50B to #SaveChildCare. My livelihood depends on it.
- The pandemic continues to demonstrate how critical child care is for the U.S. [@REP/@SENATOR], we need your immediate action to #SaveChildCare and ensure substantially more funding is included in the final version of the relief package so many providers don't close permanently.
- It's been four months since the last COVID relief package and the child care industry still needs significantly more funding. [@REP/@SENATOR] please show your support and call on Congress to ensure at least $50B for child care is included in the final relief package NOW.
- If the child care industry doesn't get substantially more funding soon, we may not be there to support parents and the economy during reopening and recovery. **[@REP/SENATOR]** #SaveChildCare. Ensure at least $50B is included in the final version of the next relief package.

Tweets For Parents

- .**[@REP/SENATOR]**, my family is depending on you to do everything possible in these final hours of negotiation to ensure this relief package includes significantly more funding than $15 billion to #SaveChildCare— before it's too late.
- **.[@REP/SENATOR]**, my family is counting on you to make sure at least $50B is included to #SaveChildCare in this next relief package. My family cannot afford to lose our child care. Congress must ensure the industry is still standing for parents to return to work.
- Parents are rightly worried about getting fired for not having child care. **[@REP/SENATOR]** please help ensure at least $50B in funding to #SaveChildCare is included in the final version of the relief package. Congress

can prevent these fears from coming true. https://www.nytimes.com/2020/07/08/us/drisana-rios-lawsuit-hub-international.html

- **.[@REP/SENATOR],** see how COVID-19 is impacting child care in [INSERT YOUR STATE]. Congress can #SaveChildCare NOW by ensuring significant funding is included in the next relief package. Parents need child care as we're asked to return to work. https://childcarerelief.org/by-the-numbers-state-by-state-look-at-covid-19-and-child-care/

Tweets for Advocates

- We're calling on Congress to do their job and listen to their constituents. They need to ensure substantially more funding is included to #SaveChildCare in the next COVID relief package. Providers and families are depending on it.
- America's economic recovery cannot succeed if Congress allows the #childcare industry to fail. I'm calling on **[@REP/SENATOR]]** to ensure the final COVID-19 package includes significantly more than the proposed $15 billion for child care. https://www.ffyf.org/voters-overwhelmingly-see-child-care-relief-as-indispensable-to-americas-economic-recovery/
- **.[@REP/SENATOR],** Fighting to #SaveChildCare is the right thing to do. It's a pathway to equity and parents to return to work as the economy reopens and recovers. We need you to ensure Congress prioritizes substantially more funding in the final version of the relief package NOW.
- **.[@REP/SENATOR],** Child Care MUST be significantly funded in the final version of the next relief package for fruitful economic recovery. We need you to act NOW to #SaveChildCare so the crisis doesn't intensify for Black families and families of color. https://www.americanprogress.org/?p=486977
- Ensuring that the final version of the next relief package includes at least $50B to #SaveChildCare means families and providers would see just over five months of emergency relief to stay afloat. **[@REP/SENATOR]**, see how much **[INSERT YOUR STATE]** would receive. https://www.clasp.org/sites/default/files/publications/2020/05/2020_50billionpandemicchildcare_0.pdf
- Congress must ensure substantially more funding is in the final version of the next relief package. $6.3B/month is required to support open providers in offering free and safe emergency care to about 6 million children of essential workers. #SaveChildCare

https://www.clasp.org/sites/default/files/publications/2020/05/2020_50billionpandemicchildcare_0.pdf

Tweets for Paid Leave Advocates

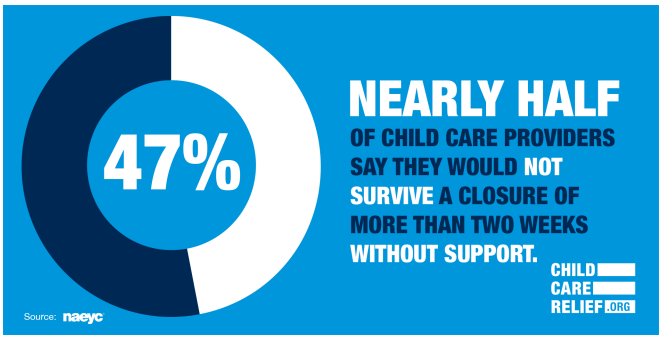
- The final version of the next relief package must expand paid leave to cover every worker and provide AT LEAST $50B in child care stabilization funds. Congress has the power to do both. We need them to pass #PaidLeaveForAll and #SaveChildCare ASAP.
- Paid leave & child care are economic justice issues.
  A lack of both forces workers – especially low-income workers – to make an impossible choice between caring for a child & earning a paycheck. Congress must pass #PaidLeaveForAll & #SaveChildCare with a $50 billion investment.
- Child care and paid leave protect working families. We're calling on Congress to reinforce these protections by passing #PaidLeaveForAll and ensuring a $50B child care stabilization fund to #SaveChildCare is included in the final version of the next relief package TODAY.

SHAREABLE GRAPHICS

Link to folder with more shareables



Shareable 1 Link



Shareable 2 Link



Shareable 3 Link



Shareable 4 Link



Shareable 5 Link



Shareable 6 Link

ADDITIONAL RESOURCES

- Virtual Congressional Meeting Toolkit (NAEYC)
- Voters Overwhelmingly See Child Care Relief as Indispensable to America's Economic Recovery (FFYF/CAP)
- From the Front Lines-- The Ongoing Effects of the Pandemic on Child Care (NAEYC)
- Coronavirus Pandemic Could Lead to Permanent Loss of Nearly 4.5 Million Child Care Slots (CAP)
- Why We Need $50 billion in Pandemic Child Care Relief: A State-by-State Estimate (CLASP/NWLC)
- The Coronavirus Will Make Child Care Deserts Worse and Exacerbate Inequality (CAP)
- Survey: Vast Majority of Voters Support Financial Assistance for America's Child Care Industry to Address COVID-19 Impact (CCAoA)
- Child Care Relief state fact sheets (Child Care Relief)