

Child Care Resource and Referral Network Community Marketing Toolkit Guide



Who We Are

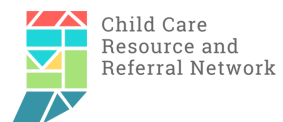
Indiana's Child Care Resource and Referral (CCRR) network is a trusted and knowledgeable resource for families, providers and community leaders that helps connect them to early care and education services, support and information. CCRR agencies provide local family outreach and support; engage with key audiences to advance early childhood education quality, access and affordability; and monitor for local changes, conversations and happenings related to early childhood education.

Chances And Services for Youth (CASYS) CCRR agency serves 24 counties across South Central Indiana: Bartholomew, Brown, Clay, Delaware, Fayette, Greene, Hancock, Henry, Johnson, Madison, Montgomery, Monroe, Morgan, Owen, Parke, Putnam, Randolph, Rush, Shelby, Sullivan, Union, Vermillion, Vigo, and Wayne Counties.

Marketing Toolkit

This toolkit includes flyers that can be downloaded and distributed to increase awareness of the importance of early education and our services to Indiana communities. The next page will list what is included in the toolkit. There is a quick description of the item and the target audience. Clicking on the flyer name will open the document as a PDF and you can print or save it from there.

If you have any questions or are looking for information not included in this toolkit, please get in contact with CASYS CCRR.



Early Learning Matters

Explains the importance of early education in Indiana and action steps the community can take to advocate for early care and education

Audience: Community leaders and organizations

Family Services

Explains the services we provide for families while also giving tips for what to look for in a quality child care program

Audience: Families and family-serving organizations

Navigating Child Care Options

Promotes our child care referral services and online request form in English and Spanish

Audience: Families and family-serving organizations

Staffed Family Child Care Networks

Promotes our networking groups for family child care providers

Audience: Family child care providers

Employer Services

Explains the services we provide to help employers support their employees' child care need

Audience: Business owners and human resource workers

CCRR Services Brochure

Explains all the services we provide to families, child care programs and the community

Audience: All community members

