



How Can This Resource Help You?

To be successful in its aim to stabilize the child care market, the child care stabilization grants should be accessed by as many eligible providers as possible. As such, it will be essential for Child Care and Development Fund (CCDF) Lead Agencies to identify key partners and stakeholders to help them reach all child care providers who are eligible to apply. This tool will help states, territories, and Tribes do the following:

- Identify partners who can help you promote the child care stabilization grants.
- Determine the provider populations that partners can reach.
- Determine which strategies partners will use to share information.

This tool also includes a checklist of key tasks to help you effectively collaborate with partners and ensure that consistent messages about the child care stabilization grants reach eligible child care providers.



Part 1. Who Are the Key Audiences and Trusted Messengers That We Should Partner with to Create Awareness of the Child Care Stabilization Grants?

Use table 1 to consider your state, territory, Tribal, and local partners who may have connections with your target audience. As you think about creating or enhancing new partnerships, consider the partners and stakeholders you identified in your CCDF Plan. How can you leverage those partnerships to help you reach all eligible providers and build awareness for the child care stabilization grants?

Table 1. Partner Identification Tool

Eligible Provider Categories ¹ (not all may be represented in your system)	Which State and Local Partners Have Connections? (examples are included in brackets)
Child care centers	[Child care associations]
Family child care providers	[Family child care networks]
School-age programs, including afterschool and summer learning providers	[State afterschool networks, state department of education, 21st century community learning centers]
License-exempt programs, which may include some summer camp programs, Montessori programs, faith-based programs, and so on	[YMCAs, Boys & Girls Clubs of America, parks and recreation programs, Montessori associations]

¹ A wide range of child care providers may be eligible for these grants. This may include child care centers, family child care, and school-age providers that meet CCDF requirements regardless of whether they participate in the CCDF subsidy program. Providers who are licensed, regulated, and registered under applicable state and local law, and satisfy the state and local requirements, including health and safety requirements programs, may also be eligible if they met these requirements as of March 11, 2021. Please see the [Office of Child Care's Information Memorandum: ARP Act Child Care Stabilization Funds](#) for more specific eligibility guidance.

Eligible Provider Categories ¹ (not all may be represented in your system)	Which State and Local Partners Have Connections? (examples are included in brackets)
Tribally operated child care providers	[Indian Health Services and other community organizations that have direct connections with providers (such as visiting nurses, environmental health workers, and so on)]
Special Considerations	Which State and Local Partners have Connections?
Providers who are not connected to traditional provider supports and networks	
Providers who operate in rural versus urban areas	
Providers who speak languages that are not English (Spanish, Arabic, Chinese, Hmong, and so on)	



Part 2. Collaboration Checklist

Once you have identified your key partners, use the table 2 checklist to ensure you provide each partner with the information they need to share consistent resources and messages with the eligible child care provider community.

Table 2. Collaboration Checklist

Action Items: Seek and Build Collaborative Partnerships	
Contact partner to provide information about the child care stabilization grants and request their help to build awareness (see the Child Care State Capacity Building Center’s Building Messages for Key Audiences tool, [2021])	<input type="checkbox"/>
Confirm partner’s willingness to work collaboratively	<input type="checkbox"/>
Action Items: Provide Materials and Resources	
Guidance for sharing grant information on website and social media, including branding and logo use	<input type="checkbox"/>
Online application URL	<input type="checkbox"/>
Online frequently asked questions URL	<input type="checkbox"/>
Key messaging point	<input type="checkbox"/>
Child Care Stabilization Grants brand and social media templates	<input type="checkbox"/>
Action Items: Collaboration Follow-Up to Maintain Engagement	
Check in with key partners to understand any communication concerns and identify any challenges that providers may be having with the application process	<input type="checkbox"/>

