# Strengthening Practices for Child Care Businesses

## The Texas Workforce Commission Goal-Based Child Care Business Coaching Communication Tool Kit

Child Care businesses across Texas are still recovering from the financial and operational impacts of the pandemic. They can now receive FREE coaching and learn strategies to strengthen their business practices and remain solvent. During this goal-based coaching experience, providers will work with a coach to help meet their most critical operational needs and take action.

To aid in stabilization efforts, AVANCE, Curantis Group, and Civitas Strategies Early Start are partnering to offer this FREE business coaching to home and center-based providers. Providers can receive support in various topics including:

* Securing federal relief funding;
* Support with loan forgiveness and debt repayment applications;
* Budgeting;
* Marketing;
* Improving payment and collections;
* Reducing costs;
* Strengthening systems;
* Staffing strategies;
* and more.

We need the help of Local Workforce Development Boards, community-based organizations, and other organizations to help spread the word and ensure all Texas child care businesses take advantage of this opportunity.

Our Texas Child Care Coaching Team is providing free assistance to any child care provider in the state. Child care providers can [register for FREE coaching here](https://share.hsforms.com/1aBnjeB1DQsOjT7apLSSkUAbwisx).

**Your organization can help in two ways:**

1. **Share the opportunity** with providers and community-based organizations using the **Child Care Business Coaching Flyer** and the sample email and social media posts in **Attachment A**.
2. **Connect providers** with the business resources developed for this initiative and provide the link for coaching registration at [childcare.texas.gov](https://childcare.texas.gov).

If you have any questions or need help, don’t hesitate to reach out to our coaching team at [Texas@ECEBizCoach.org](mailto:Texas@ECEBizCoach.org) or see more information at [childcare.texas.gov](https://childcare.texas.gov).

### Attachment A: Sample Email and Social Media Posts

#### Sample Email

Good morning,

The Texas Workforce Commission has launched a FREE business coaching program in partnership with AVANCE, Curantis Group, and Civitas Strategies Early Start to support child care providers with strategies to stabilize and strengthen your business.

The Texas Child Care Coaching Team is providing free assistance to any child care provider in the state. Child care providers can [register for FREE coaching here](https://share.hsforms.com/1aBnjeB1DQsOjT7apLSSkUAbwisx).

Providers can receive support with a variety of topics:

* Securing federal relief funding;
* Support with loan forgiveness and debt repayment applications;
* Budgeting;
* Marketing;
* Improving payment and collections;
* Reducing costs;
* Strengthening systems;
* Staffing strategies;
* and more!

If you have any questions or need help, don’t hesitate to reach out to the Texas Child Care Coaching team at Texas@ECEBizCoach.org.

#### Sample Email (en Español)

Buenos días

La Comisión de la Fuerza Laboral de Texas ha lanzado un programa de entrenamiento empresarial GRATUITO en asociación con AVANCE, Curantis Group y Civitas Strategies Early Start para apoyar a los proveedores de cuidado infantil con estrategias para estabilizar y fortalecer su negocio.

El Equipo de Entrenamiento de Cuidado Infantil de Texas está brindando asistencia gratuita a cualquier proveedor de cuidado infantil en el estado. Los proveedores de cuidado infantil pueden [registrarse para recibir entrenamiento GRATUITO aquí.](https://share.hsforms.com/1aBnjeB1DQsOjT7apLSSkUAbwisx)

Los proveedores pueden recibir apoyo con una variedad de temas:

1. Asegurar fondos federales de ayuda;
2. Apoyo con solicitudes de condonación de préstamos y pago de deudas;
3. Presupuestación;
4. Marketing;
5. Mejorar los pagos y cobros;
6. Reducción de costos;
7. Fortalecimiento de los sistemas;
8. Estrategias de dotación de personal;
9. ¡y más!

Si tiene alguna pregunta o necesita ayuda, no dude en comunicarse con el equipo de Texas Child Care Cen  Texas@ECEBizCoach.org.

#### Example Social Media Posts

##### Example Post 1

You may be eligible for **free** business coaching to help you stabilize your business and plan for the future.

Learn more at [childcare.texas.gov](https://childcare.texas.gov/).

@TXWorkforce #childcare #ECE #childcareisessential

##### Example Post 1 (en Español)

Puede ser elegible para recibir entrenamiento empresarial **gratuito** para ayudar a estabilizar su negocio y planificar para el futuro.

Obtenga más información en [childcare.texas.gov](https://childcare.texas.gov/).

@TXWorkforce #childcare #ECE #childcareisessential