

The MESSAGE



Make it **PERSONAL**

Early Childhood = **EMPLOYEE RETENTION**

Brain Development = **WORKFORCE SKILLS**

Kindergarten **READINESS** = High School Grad

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The BARRIERS



Early Childhood must use **BUSINESS TERMS**

Preschool is not seen as a **VITAL INDUSTRY**

Early Childhood is a “**FAMILY-ONLY**” concept

SCIENTIFIC PROOF of long-term success

Rural Communities have **FEWER RESOURCES**

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The ASK for BUSINESS

HOST a Brown Bag **LUNCH & LEARN**

JOIN Colorado *Business* Reads **BOOK DRIVE**

JOIN an Early Childhood **BOARD**

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OUTREACH



Focus on **POTENTIAL ADVOCATES**

Have a **SPECIFIC ASK** of each business

KNOW your **AUDIENCE**

OUTREACH



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EARLY CHILDHOOD Speaks to BUSINESS



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The METHODOLOGY



ASK QUESTIONS

Look for **TEACHABLE MOMENTS**

DO NOT PRESENT DATA immediately

Use **BUSINESS EXAMPLES** of best practices

Show **LEVERAGE** of public dollars

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