

Advocate Toolkit

Early learning professionals, families
and community members
working together to
advance child care
and pre-k.



START
STRONG
PA



Advocate to advance child care and pre-k in: **3 Minutes or Less**

Join the [Pre-K for PA](#) and [Start Strong PA](#) campaigns and become a supporter.

Complete action alerts for [Pre-K for PA](#) and [Start Strong PA](#).

Share the above action alert opportunities with your personal or professional networks.

Follow the [Pre-K for PA](#) and [Start Strong PA](#) campaigns on X (formerly Twitter), Facebook and Instagram and retweet, share and like posts.

- [Pre-K for PA - X \(formerly Twitter\), Facebook, Instagram](#)
- [Start Strong PA - X \(formerly Twitter\), Facebook, Instagram](#)



Advocate to advance child care and pre-k in:

10 Minutes or Less

Contact your **legislator** at their district office closest to you encouraging them to support early care and education funding.

Hello, my name is _____ and I live in TOWN/ZIP. I'm calling today because early learning is important to me as it supports children and families, communities and the economy. A stable child care workforce is essential to maintaining quality programming and to make it possible for parents and employers to prosper. I support investments in child care and pre-k and urge you to support increased investments to solve the child care crisis, support the workforce behind the workforce and support businesses and the economy. Thank you!

If you are an early learning professional:

Add campaign stickers or cards to refreshments at celebrations where parents, legislators and/or local businesses are invited.

Set up a **family engagement station** for parents/caregivers to participate in a campaign action alert or to follow the campaigns on social media during drop-off or pick-up.

Tweet a 140-character message to the campaigns with your story and using the following hashtags and tags.

- Pre-K for PA - #IAmPreK; @Prek4PA
- Start Strong PA - #RaiseChildCare, #SolveChildCare, #CareCantWait, #TheWorkforceBehindTheWorkforce, #ChildCareIsEssential; @StartStrongPA

If you are a parent/ guardian/ family member:

Complete a campaign action alert directly on your phone during drop-off or pick-up, by scanning a **provided QR code**.

Post action alerts or **QR codes** at your place of work or share with colleagues and friends.

Wear a **sticker** to work that says "I can work because of child care" that is provided by your program.

Share your story on social media and let people know how much you value child care and early childhood education teachers using the following hashtags and tags.

- Pre-K for PA - #IAmPreK; @Prek4PA
- Start Strong PA - #RaiseChildCare, #SolveChildCare, #CareCantWait, #TheWorkforceBehindTheWorkforce, #ChildCareIsEssential; @StartStrongPA

If you are a community member:

Encourage your friends/family, board of directors or fellow employers that rely on child care to join the campaigns.

Post action alerts or QR codes at your place of work or share with colleagues and friends.

Sign onto active petitions.

Advocate to advance child care and pre-k in:

60 Minutes or Less

Schedule a meeting with your [legislator](#), encouraging them to support the campaign funding asks.

If you are an early learning professional, invite your [legislator](#) to your program's celebrations and events.

Submit a short letter to the editor (no more than 150 words) to your local newspaper. Find tips for writing a letter to the editor [here](#).

If you are a family, participate in your child care provider or school district's family meeting/PTO meeting and encourage the organization and individuals to sign up to support the Pre-K for PA and Start Strong PA campaigns.

If you are an early learning professional or a community member, host a film screening with a group of friends, families, colleagues, local businesses and community members to share a documentary that explains the need for investment in high quality early care and education, such as [No Small Matter](#), [Through the Night](#), or [Starting at Zero](#).

Advocate to advance child care and pre-k:

Without a Limit

If you are an early learning professional, join a Capitol Caravan to Harrisburg.

[Adopt-a-Legislator](#), contact your legislator once a month to share stories about how pre-k and child care has affected your life, family or business.

Share campaign materials at public events, especially where legislators, business leaders, families and/or the media are present.



To find your legislator:



General Assembly

<http://www.tinyurl.com/palegis>



Congress

<https://tinyurl.com/3p96ve2d>

Leadership in Action Program:

Providers and families who team up with the Pre-K for PA or Start Strong PA on advocacy efforts can be eligible for a gift card. [See details here](#)

For any resources referenced in the toolkit, please contact us here for [Pre-K for PA resources](#) and [Start Strong PA resources](#)



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