

VIRTUAL kit: BUILDING ENROLLMENT (DIRECTORS)

kit QT

How do you generate income for your childcare program? Enrollment! Ensuring spots are filled, and your program is operating at maximum capacity contributes to a childcare program's most significant revenue source. Enrollment must be thought of as one of the biggest, and most impactful, steps to take to ensure the childcare program stays afloat financially.

Often, enrollment can be done through word of mouth or by being "known" in your community, but how is that done? In the resources below, you'll find many helpful tools and guidelines to get the word out about your program, helping to build your enrollment.

SHOW ME NOW – I NEED IT TOMORROW

[12 Ways to Increase Enrollment in Your Family Childcare Program \(Article\)](#)

[Using Celebrations to Promote Your Program \(Article\)](#)

[How to Increase Enrollment in your Childcare or Preschool \(Article\)](#)

[The Ultimate Guide to Growing Your Daycare Enrollment \(Article\)](#)

[Child Care Enrollment Building with Social Media Marketing \(Video\)](#)

WHAT DOES THIS LOOK LIKE IN PRACTICE? (I HAVE A LITTLE MORE TIME TO READ ABOUT THIS)

[How to Achieve Your 2021 Enrollment Goals \(Free eBook\)](#)

[No More Spaces- How To Attract More Families to Your ECE Program In Our Digital Age \(Webinar\)](#)

[The 77 Best Strategies to Grow Your Early Childhood Program: Proven Strategies Your Competitors Are Probably Not Using \(Book\)](#)

[The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success \(Book\)](#)

WHAT DOES THE ECRC HAVE ON THIS TOPIC

Clark, S. (1998). *Terrific tips for directors*. Totline Books. ISBN: 1-57029-235-3

HOW CAN I FIND TRAINING/TRAINING MATERIALS ON THIS TOPIC?

- [KCCTO Courses](#)
 - Leadership Series: Inspiring Early Childhood Educators
 - Strengthening Business Practices Extended: Budgets, Projections, and Planning
 - Strengthening Business Practices Extended: Fiscal Reports and Internal Controls
 - Strengthening Business Practices Extended: Marketing Child Care Programs

- [KCCTO-KITS ITSN Community Based Training](#)
 - Live Virtual: Director's Alliance (Ongoing Series)

- Visit these links for collaborative training calendars:
 - [KCCTO Training Calendar](#)
 - [KITS Training Calendar](#)

To inquire about a specific class, contact the KCCTO office 785-532-7197 or visit KCCTO.org

IF YOU THOUGHT THIS WAS HELPFUL YOU MIGHT ALSO LIKE:

[New Child Care Provider Packet](#)

[Virtual Kit: Effective Family Communication and Partnerships](#)

WHAT IF I STILL NEED HELP?

You may request technical assistance from the KCCTO-KITS Infant Toddler Network Specialists by calling the KCCTO office at 800-227-3578

EVALUATION

Please take a minute to complete a brief survey to let us know what you think about this virtual kit, and what other topics you would like to see addressed in the future.

<https://www.surveymonkey.com/r/G8SD2LP>

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Murray, K. (2014). *The 77 best strategies to grow your early childhood program: Proven strategies your competitors are probably not using*. Daycare Systems LLC. ISBN: 978-0692234846