

It's an election year! Candidates will be out and about across the state this summer and fall connecting with Vermonters to understand the issues we care about most and discuss solutions. **Let's make sure they hear, loud and clear:**

CHILD CARE IS EVERYONE'S BUSINESS!

Here are a few simple guidelines for speaking to candidates at an event, on zoom, or when you bump into them at the farmers' market:

1. Say "hi!" Start by introducing yourself! Do you live in their district? Know their parents? Have some connection to them? Let them know!

- We want to remind candidates that this is an important issue in their community. You are their community!

2. Ask the question:

"If elected, what would you do to solve Vermont's child care crisis?"

More than half of Vermont's youngest children don't have access to the care they need, families are paying 30% of their income on child care, and parents can't join the workforce because they don't have child care.



Spoiler alert! Child care champion candidates should talk about long-term public investments in their answer.

3. Share your personal child care story:

Vermont's child care crisis has impacted my/my family's/friends'/employees' ability to: provide my child with a strong start/get to work/hire employees/retain staff/stay open/afford to move to/stay in Vermont, etc.

4. Child care is everyone's business:

- Investing in child care will create jobs, grow the workforce, and support a strong and resilient Vermont economy for generations to come.
- When we invest in child care, thousands of parents – mainly mothers – will be able to return to the workforce.
- Making child care more affordable will save households millions every single year.

2022 Candidate Engagement Guide



← What's next? Visit our Action Center!

1. After you engage with a candidate, let us know how it went! Fill out our candidate engagement form and help us 'stay in the know' about what's being said on the campaign trail!

2. Want to take action right from your computer or phone? Contact your candidates, volunteer, and find events near you all from our Action Center.

3. Make sure you're registered to vote! For more information on voting, visit the Vermont Secretary of State's website at: <https://sos.vermont.gov/elections>

Open your camera app and scan the QR code above. It will take you to our Action Center, where you can find all of these resources!
letsgrowkids.org/action-center

THANK YOU!!

Thank you for helping us put child care on the campaign map!

Your support will help us ensure that every Vermont candidate understands why child care is **ESSENTIAL** to all Vermont's children, families, businesses, and economy.



A couple of reminders:

- Let's Grow Kids is a non-partisan, nonprofit organization. That means we engage with all candidates from all parties about why child care is essential to Vermont and how they plan to solve the ongoing child care crisis.
- Need assistance or have any questions, please feel free to contact us for help: info@letsgrowkids.org

