SETTING UP SITE VISITS WITH ELECTED OFFICIALS AS A CCR&R

Selecting a Provider
1. Providers who are active in the QRIS and/or advocate community are a good place to start. If your state does not participate in QRIS, select a high-quality provider known to the R&R.
2. If you have a specific ask of the elected official, choose a provider who has a direct connection to the ask (such as they serve children receiving child care subsidies or they use the CACFP).

Scheduling with the Elected Officials’ Staff
1. If you know someone who has a direct connection to the elected official you are targeting, use them!
2. When scheduling, be ready to accept less time than you want. While a full tour and discussion could take an hour, an elected official may only have 30 minutes to fit in. Make the most of the time you are given.
3. Schedule far in advance. Work with your provider to find a handful of times that work for them so you can be flexible with the elected official’s office.
4. When scheduling, be concise and clear about what the elected official can expect on the site visit.
5. When scheduling with the elected officials’ staff, ask if they are going to bring a photographer with them (this will mean you may have to get waivers from the parents of children at the center in advance).

Prepping the Provider
1. Create a list of questions for the provider to ask the elected official and an appropriate child care story that they can share related to any potential legislative asks you may have.
2. Provide the provider with key background information on the elected official and the specific ask.
3. Do a run through with the provider so they feel comfortable with any questions that may arise.
4. If you have a specific ask, make sure you review with the provider and help them connect their narrative to the ask.
5. If the elected official (or the CCR&R) is planning to bring a photographer, check with the provider that there are waivers on file for all children. If not, provide them with photo waivers in advance so everyone is covered, including children. (CCAoA has a template waiver that can be shared and modified.)

Prepping the Elected Official
1. Confirm the scheduled site visit with staff about a week in advance.
2. Send a detailed schedule for the visit to elected officials’ staff beforehand so they can brief the elected official.
   - Include parking information, directions and other important logistics.
   - Send brief (no more than 2 pages) background materials for the elected official to review ahead of time. This should outline any ask and include facts, history and actions/solutions.
   - Share your cell phone with the elected official’s staff and ask for a direct cell phone number for them as well so they can let you know if anything changes day of. (Last-minute schedule changes happen a lot with legislators.)
The Visit
1. Arrive early and ensure the provider has everything they need for the site visit.
2. Bring a folder with materials for the elected official and staff. This should include business cards for relevant contacts, one-pagers on any issues you want to discuss, and any other information that is needed (without being too much information overload).
3. Meet the elected official at the door and introduce yourself. If you are visiting a child care center, the director should join you, if possible. If you are visiting a family child care home, it is best for you to bring the elected official to the provider.
4. Once introductions are done, the provider should give a brief overview of the center/home, their experience and why they are a provider. After this, assist the provider in leading a brief tour of the center/home, mentioning:
   - Different areas/age groups
   - Areas or aspects that have been improved because of quality dollars or increased training
   - Other providers or staff and their strengths
   - Daily schedules
   - Family engagement (events, day-to-day interactions)
5. Throughout the tour, the provider is encouraged to share barriers.
   - For example: A provider shares that they participate in the Child and Adult Care Food Program (CACFP) but mentions it doesn’t cover all costs and can be an administrative burden, showing the binder where they keep all the paperwork.
6. Allow time in the tour for the elected official to interact with the children, if appropriate.
   - Work with the provider to figure out what works best.
7. Throughout the tour, encourage questions and prompt questions to encourage interaction between the provider and the elected official.
   - Take candid pictures that can be shared on social media.
8. At the end of the tour, reiterate the ask and thank the elected official for their time and consideration.
   - Make sure to get a picture of the provider and elected official together.
   - Walk them out of the center.

Follow-Up
1. Within 24 hours, send a follow-up email including everything included in the folder, reiterating the ask.
   - Thank them for their time and encourage them to use you as a resource for future early childhood needs.
   - Attach pictures taken for their use.
2. Set a check-in call with the provider to discuss any next steps.
3. Share photos taken (if waivers are completed) on social media via the CCR&R social media accounts and the providers accounts and be sure to tag the elected official in the posts.