# Early Learning Answers on the Go 34e. - English Version

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| **34e. Tips for making your child care business successful and sustainable.** |
| Establishing a successful child care program requires market research, business planning, and hiring early childhood educators who love to work with children and families. Share the vision of your program with the team and invest time in staff training and quality services for families who will refer new families to your business. You will need to set goals for filling enrollment based on the capacity of your child care facility. There are countless variables that determine the profit margin of your business. As a new provider or seasoned provider, this video offers some basic tips on operating a profitable child care business.  Your first impression to families is important and may determine if they select your child care program. Are all employees welcoming and engaging each time families contact your business? Are you responsive about returning families’ requests for information? Does your program look, sound, and most of all, feel safe to children and families? Are the interactions between teachers and students positive and constructive?  Assess your program by having potential and current clients complete a customer service satisfaction survey at least twice a year. This will help you to make any necessary changes to improve your program and attract and satisfy families. As a result, you can routinely enroll new families, keep your current families as long as possible, and frequently touch base with the families on your waiting list.  Your budget plan should always consider low enrollment due to things outside of your control such as the economy, a natural disaster, and other factors. Your budget plan should include all your recurring expenses, bills, taxes to be paid, and expenses for contingencies. This includes having a cash reserve and savings to cover at least three months of expenses to maintain strong business operations in the event of unforeseen circumstances.    Every item in your budget plan needs to be reviewed and assessed on a regular basis. Routinely review every cash flow of money down to the penny. Brainstorm additional ideas and ways to project unforeseen expenses and fluctuations in enrollment.  Fundraise several times a year to add extra money to your budget.  Explore various grant funding opportunities at grants dot gov.    You should also contact your local early learning coalition to explore any potential funding opportunities for providers.  You may also seek the services of a financial advisor or accountant for guidance on financial decisions and creating a sound budget plan.  Once you have a strong business plan, market and promote your business! Get creative! Use various social media platforms. Create and maintain a website that will appeal to potential new families. Beautify and maintain the outside of your building structure, lawn, and property. Promote your business to local churches, businesses, and organizations, at local events and on your vehicle, billboards, and more. Be visible as much as possible in your community!  Finally, register your program in Florida’s Provider Portal. Your local early learning coalition will connect families to your business based on families’ needs.  To obtain the Provider Portal web address or contact information to your local early learning coalition, call the Division of Early Learning’s toll-free number at one-eight-six-six, three-five-seven, three-two-three-nine.  The project described was supported by the Preschool Development Grant Birth through Five Initiative (PDG B-5) Award Number 90TP0068-03-02 from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. |