



Quality Early Childhood Education
For All Nebraska Families

Outreach Email Template

CONTEXT/PURPOSE:

Community members, parents, families, educators, and others can use this copy, tailored for your own community needs, to tell people in your network about the campaign and urge them to join. It talks about the problem and opportunity and can also be customized with a story or unique call to action. New statewide research is incorporated here and can be adjusted based on what findings are most relevant for your community.

COPY:

Dear [Community/Email list/Network],

Quality early childhood education is a big part of how our community thrives. Skilled early childhood educators prepare children for school. Families can work knowing their children are in the safe, loving, and supportive care of a quality early childhood educator. And that provides Nebraska's employers with the talent they need to succeed now and in the future.

But Nebraskans are experiencing a child care and early learning crisis. [New statewide research from Nebraska Extension and We Care for Kids](#) reveals that 84% of registered voters in our state agree that the lack of child care in Nebraska is a problem that will not solve itself and want Nebraskans to come together to solve the problem and invest in solutions.

Making this crisis worse for Nebraska families, two-thirds of licensed center-based providers [surveyed](#) said they were experiencing turnover, and of those providers, nearly 70% reported that staff had found jobs outside of early childhood; 9 out of 10 providers employing staff have had difficulty hiring for open positions. This is a huge loss for children, families, and Nebraska's economy—but we can make a difference by ensuring our children and families have the quality early educators they need for success.

As a [parent, grandparent, business leader, early childhood educator, community leader] I see [briefly relate personal story in a sentence or two]. [USE TALKING POINTS TO TAILOR FURTHER BY AUDIENCE]

I invite you to join me in supporting We Care for Kids—a campaign that's helping communities across Nebraska solve the problem. Together, we can ensure that our children, families, and state thrive.

You can reach me directly to learn more. The campaign website, NebraskaCaresForKids.org, also has great information for families, parents, advocates, and communities like ours.

[Learn more and sign up to support quality early childhood education in our community.](#)